

“Leave Your Mark” College Values Campaign – 2023-2024 Academic Year



MISSION • VISION • VALUES
Lake Land College creates and continuously improves an affordable, accessible and effective learning environment for the lifelong educational needs of the diverse communities we serve.

The “*Lake Land College Mission, Vision and Values Growth Tree*” holds tremendous symbolization:

- The base of the tree reinforces that we are rooted in our mission and proud of our legacy of excellence and innovation.
- The trunk of the tree represents how we collectively live out our values of caring, communication, excellence, innovation and teamship.
- And, the leaves of the tree reinforce that we, both our employees and students, are all an important part of Lake Land College’s success.
- The symbolism of the tree reflects the growth we experience through living our vision of engaging minds and changing lives through the power of learning.
- We want to utilize this graphic to help students visualize our collective commitment to their growth and success.
- We also want to remind each employee that they belong at Lake Land and are connected to our purpose. It will be a continual reminder that every employee contributes to our mission and vision, in many different ways. And, it stresses the importance of demonstrating our core values in all that we do on a daily basis.

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In addition to the “What’s Your Leaf?” campaign, the Employee Engagement, Communication and Inclusion (EECI) Task Force is hosting a “Leave Your Mark” Campaign for academic year 2023-2024 to showcase employees who have displayed the College’s values. Guidelines for the campaign include:

- All employees will be able to nominate someone when they witness them displaying a core value. Employees can nominate one person just once over the course of the academic year, and employees can nominate as many people as they like.
- The campaign is for all full-time, part-time, and adjunct employees (faculty and staff, including student employees).
- Once a month, we will draw the names of five nominees and these five winners will be recognized at the monthly staff meetings or Holiday Lunch in December. Each employee is only eligible to win one time per the academic year, and each nominee is eligible to stay in the pool until their name is drawn or the academic year concludes.
- Winners will be able to choose from either a new bag (on wheels with handle) with the College’s word mark or a nice blanket with the College’s Growth Tree Graphic. Winners will go to the Laker Nest Bookstore to pick up their prize, and Bookstore staff will take photos of the winners for submission to the Laker Low Down.
- All nominees, along with the nominations for how they displayed a value, will be submitted to the Laker Low Down.
- DOC / DJJ employees will have a separate “Leave Your Mark” campaign and prizes.
- All nominations will be submitted through the Hub. Look for the “Leave Your Mark” icon (separate access for DOC/DJJ employees).