

THE POWER OF
PURPOSE & BELONGING
IN EQUITABLE STUDENT
SUCCESS

Susan M. Thomason | 2 March 2022

LAND ACKNOWLEDGEMENT



Native American culture is born of the land, and I gratefully acknowledge that Austin Community College occupies the Indigenous ancestral lands of the Coahuiltecan, Jumanos, Nʉmʉnʉʉ (Comanche), Kiikaapoi, Mascogo, Ndé Kónitsaʉáí Gokíyaa (Lipan Apache), Sana and Tonkawa, as well as all other American Indian and Indigenous peoples' communities who communed with this land. The college resides on land ceded in the 1848 [Treaty of Guadalupe Hidalgo](#).



What is your purpose?

ONCE UPON A TIME



Pathway to
Purpose

Future of Work



Feeling
Belonging

EDI



Light Your
Fire

Pathways

<https://www.austinctc.edu/futureofwork>

Time	Presentation Topic	Speaker Information	How to Engage
9-9:45 a.m.	Jobs and Education in the COVID-19 Pandemic	Dr. Nicole Smith - Bio Research Professor and Chief Economist Center on Education and the Workforce Georgetown University	Presentation Recording
10-11 a.m.	Navigating an Uncertain Future: Applying the new science of purpose in school, career & life.	Timothy Klein - Bio Director of Strategic Partnerships Project Wayfinder	Presentation Recording
1-2 p.m.	What is the True Value of College in A Post Pandemic World?	Timothy Klein - Bio Director of Strategic Partnerships Project Wayfinder	Presentation Recording
3-3:45 p.m.	Who may need training? The demographics and Labor Characteristics of the unemployed in region.	Jessica Garay Workforce Solutions Captial Area	Presentation Recording

Wednesday, July 29

Time	Presentation Topic	Speaker Information	How to Engage
9-9:45 a.m.	Healthcare	Dr. Sarah Farrell Apple Leadership Executive	Per Apple policy, this session will not be recorded
10-11 a.m.	How Can Community Colleges Achieve Equitable Student Outcomes (and Ensure College Survival) Post- COVID? Guidance from CCRC Research	Dr. Davis Jenkins - Bio Senior Research Scholar Community College Research Center Columbia University	Presentation Recording
1-2 p.m.	Preparing a Mobile Workforcce	Dr. Amanda Orndorff & Dr. Charles Long Apple Leadership Executives	Per Apple policy, this session will not be recorded

Thursday, July 30





“Schools and educators spend an incredible amount of time and resources trying to help students like Marcus transform. We promote a long laundry list of virtues including grit, growth mindset and socio-emotional literacy. However, Marcus’ story shows that these behaviors and mindsets can’t be taught. Rather, they are outgrowths of something bigger—identifying and pursuing a sense of purpose. **Purpose dives deeper than mindsets—it taps into someone’s core motivation for choosing a path.** It also taps into the belief structure and understanding of why someone wants to do something and how it aligns with their values and their unique talents, strengths and things they care about. Once students develop a sense of purpose, the mindsets follow; forcing mindsets without having a why can actually just further meaninglessness.

- Tim Klein

[Why Schools Need to Help Students Find Purpose — and How to Do It](#)



“When it comes to students, college attendance, choosing a major, changing majors, time-to-degree attainment and student debt, there appears to be a correlation between clarity of personal goals and quality of decision making skills at the high school level and the length of time in college, student success and student debt.

Why College Students Succeed, the Answer May Surprise You

– Carl Nielson



“How do we ensure that every entering student has a “**light the fire**” learning experience in a field of interest in term 1?”

What We Have Learned from our Research on Guided Pathways

- Davis Jenkins, Senior Researcher
Community College Research Center



Research on the Science of Purpose shows that

“purpose positively impacts the entire human psychosomatic expression, e.g., goals, behavioral consistency, cognitive engagement, mental health, physical health, religiosity, stress responses, etc.”

(McKnight, 2009)

IMPACT OF PURPOSE ON EDUCATION:

- ◆ Meaning in life is associated with a higher level of connectedness to parents, school, peers, and teachers, and **academic self-efficacy** (study skills, time management, critical and creative thinking, and involvement in learning) and personal self-efficacy dimensions (positive self-concept, problem-solving, self-management, and self-reflection) ([University of Hong Kong, 2020](#))
- ◆ Purpose is correlated with a **.2 increase in GPA** ([Journal of Personality and Social Psychology, 2014](#))
- ◆ Purpose is correlated with an **increase in college graduation** rates by 6-9% ([UNC Greensboro, 2017](#))
- ◆ Purpose is correlated with an **increase in the appetite for education** ([Stanford, 2015](#))
- ◆ 31% of college students want to **replace majors with purposes** ([LinkedIn/Imperative, 2016](#))

CHANGING THE NARRATIVE

Instead of asking this....

- ◆ What do you want to be?
- ◆ What do you want to study?
- ◆ What job(s) are you interested in?

We can ask this...

- ◆ *What challenge do you want to solve?*
- ◆ *What story do you want to tell?*
- ◆ *What meaning do you want to create?*

And here is why what I teach you matters.....



What actions by others make you feel like you belong in a particular space or group?

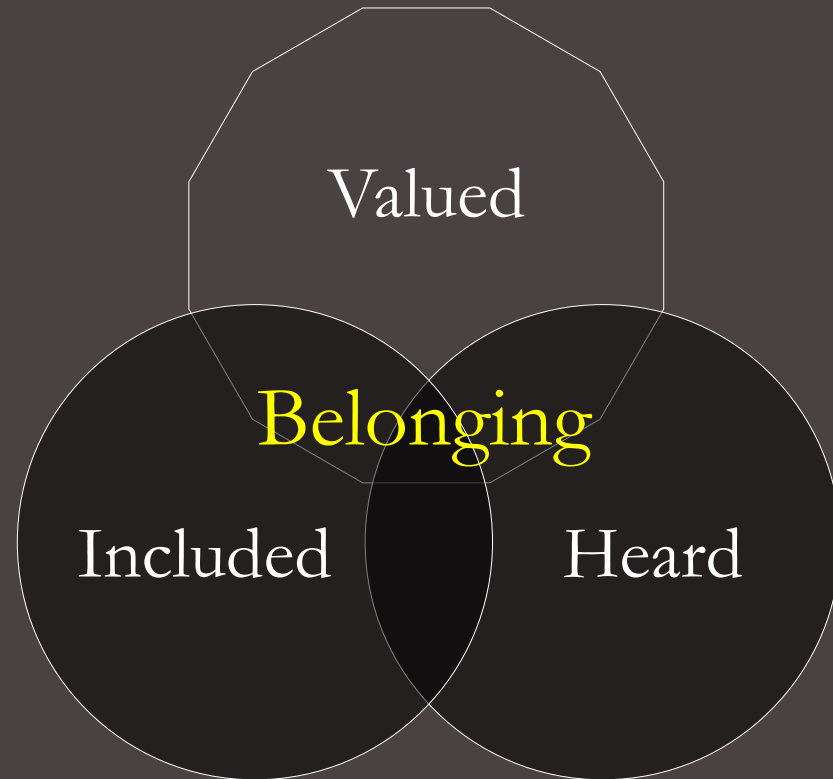
BELONGING

WHAT IS BELONGING?

My thoughts, opinions and personal story are...

"Diversity is a fact. Inclusion is a behavior. But **belonging** is the emotional outcome that people want in their organization," said Christianne Garofalo, a partner at Heidrick Consulting and a diversity consultant.

[Viewpoint: Belonging Is the Missing Piece in the Fight for Inclusion](#)



EXTRAORDINARY PEOPLE



*Tim
Klein*



*Charles
Hunt*



*Nicole
Prescott*



*Mee
Moua*



*Patricia
Hayes*



*Johnnella
Butler*



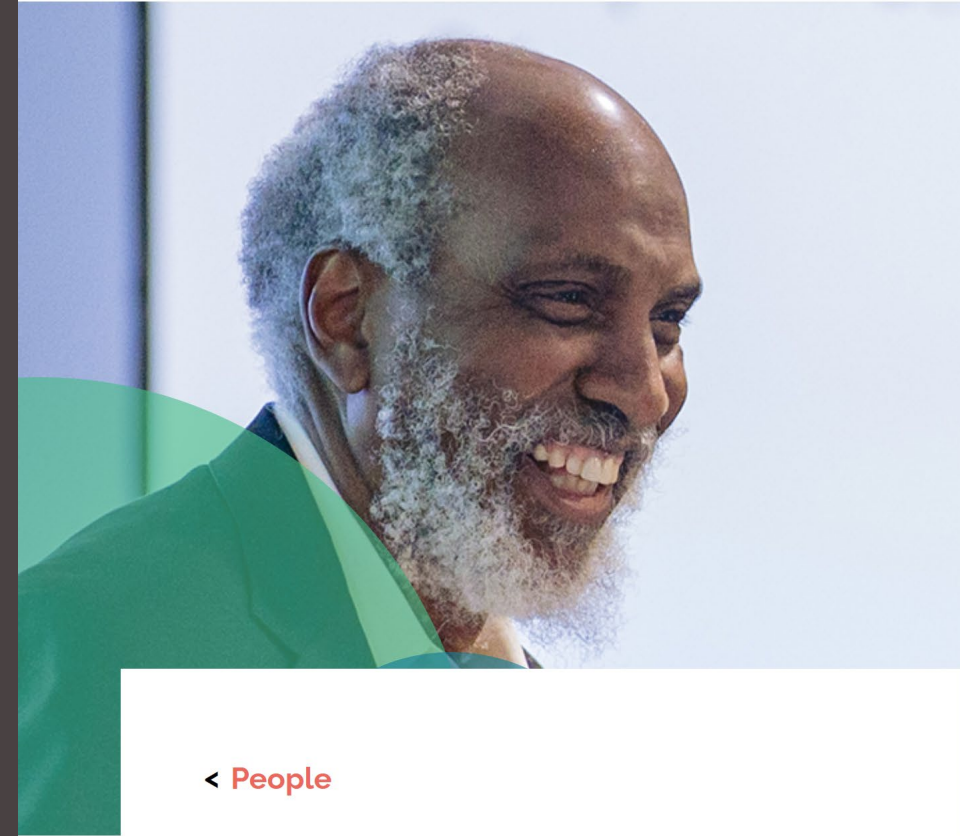
*john
powell*



P&B Speaker Series

SPEAKERS

- ◆ **Tim Klein** is an award-winning urban educator, clinical therapist, and school counselor. Over the last decade, he's worked intensively with marginalized and underserved students to empower them in pursuing meaningful and fulfilling lives. Currently, he is the director of strategic partnerships for Project Wayfinder. In addition to his work with Project Wayfinder, he's a teaching fellow at Harvard University and a purpose researcher and design specialist at Boston College. Currently, he's developing youth purpose curriculum with the National Science Foundation.
- ◆ **Charles Hunt** shares incredible stories of resiliency, determination, and success from his journey. Raised on welfare in a drug house in the projects of Oakland, CA by a drug addicted mother, and having lost his father to murder at the age of 10, he seemed destined for a life of trauma and despair. But instead of succumbing, he surmounted, navigating the pitfalls on his path to becoming a highly accomplished human resources, financial, and resilience expert. His intense focus and drive has lifted him from poverty and debt to financial freedom, while fueling his life's purpose to use his mess as a message that helps, inspires, and motivates others.
- ◆ **Dr. Nichole Prescott**, University of Texas System Assistant Vice Chancellor for Academic Affairs, P16 Initiatives is a proud citizen of the Miami Tribe of Oklahoma (Myaamia) and actively participates in the culture and language revitalization efforts of her people. Born in an Indian Hospital in Oklahoma, and raised on the Texas/Mexico border she has maintained a strong engagement with the broader Native American community, formerly serving on the Board of Directors of the American Indians of Texas as well as former Executive Director of the Myaamia Foundation.
- ◆ **Mee Moua**, was the President and Executive Director of Asian Americans Advancing Justice-AAJC and the Vice President for public policy and advocacy for the Asian and Pacific Islander American Health Forum, both of which are leading Asian American civil rights organizations based in Washington, DC. Prior to her work in Washington, DC, she was an attorney and She was the first Hmong American to be elected to a state legislature in the United States, served three terms before retiring in 2010, and served as the Chair of the Senate Judiciary Committee in her final term. Mee was born in Laos and came to the United in 1978 as a refugee.
- ◆ **Patricia Hayes, J.D.**, is an attorney and the Owner of PVH Consulting Group, LLC, a strategy consulting and leadership development firm in Austin, Texas, where she supports executive-level leaders. In these roles, she facilitates empowered actions and transitions for leaders, professionals, and entrepreneurs to up level their careers, achieve their professional goals and live their values. Patricia has been involved in the legislative and public policy arena for over 30 years and is an active education advocate and business leader in her community. A passionate advocate and community leader, Patricia is committed to issues affecting education, child abuse awareness/prevention, workforce development and women's empowerment.



john a. powell is an internationally recognized expert in the areas of civil rights, civil liberties, structural racism, housing, poverty, and democracy. He is the Director of the [Othering & Belonging Institute](#) at the University of California, Berkeley, a research institute that brings together scholars, community advocates, communicators, and policymakers to identify and eliminate the barriers to an inclusive, just, and sustainable society and to create transformative change toward a more equitable world.

[< People](#)

john a. powell

THE YEARLY CALENDAR

 | TEACHING & LEARNING
EXCELLENCE DIVISION



“
I feel honored to take part in my students' educational journey. Seeing my students recognize their potential, identify with their dreams, explore new interests, and accomplish their goals allows me to feel more connected with my passion: facilitating learning. I am grateful to share the wonder of science, relate it to everyday life, and engage with the professionals of the future.

Kisha Barrett

Assistant Professor, Biology

”

Find Purpose - Create Meaning

Light Your Fire

The **Sustainable Agriculture Program at ACC** is designed with the intention of preserving the environment, expanding the earth's natural resources, all while creating a quality of life for animals and humans. In order to maintain a sustainable lifestyle, agriculturalists focus on creating a healthy environment, while maintaining social and economic equity.

What impact do you want to have?



Find Purpose – Be Curious

Light Your Fire

The Program in [Peace & Conflict Studies at ACC](#) on many different academic disciplines in order to understand the causes of violent conflict, develop nonviolent ways of addressing violence, and build peaceful and just societies. Peace studies provides students with the capacity to imagine and build the global community as it ought to be, rather than simply accept how it is, and gives them the skills to work toward that vision.


What impact do you want to have?



Find Purpose - Create Meaning

Dance, as an art form, reaches across centuries and cultures. In the **Austin Community College Dance Program** you will learn the history and works from the past that continue to inform today's dance makers, and you will be challenged to create stories through movement. Dance also supports mental and physical health, and has been used to improve mindset. ACC fosters and empowers the next generation of exceptional artists and creative voices in the dance world.

**What story do you
want to tell....**



light
your
fire



Adapted from [Julliard](#)

Find Purpose - Create Meaning

Light Your Fire

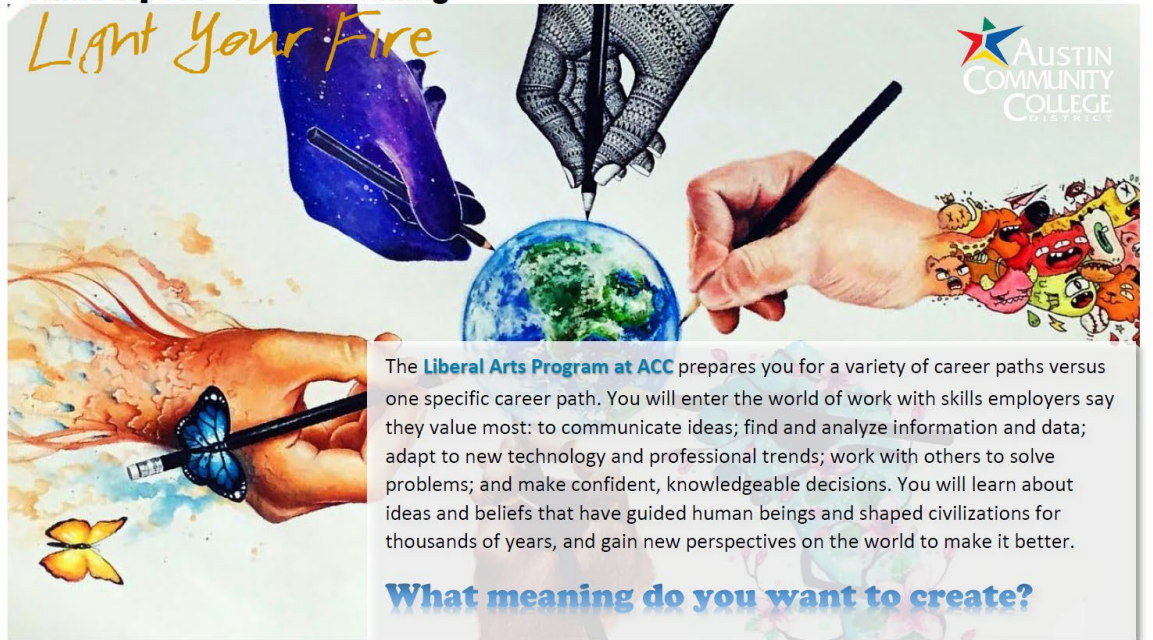


Technology is everywhere and the **ACC Information Technology Program** will prepare you for today's critical and exciting jobs. Much of the IT process actually relies on creativity and problem-solving. This field provides you with the unique opportunity to use your tech skills to come up with innovative solutions to problems faced by your clients, company and the population as a whole. You have the opportunity to use your skills to make major contributions to our world.

What challenges do you want to solve?

Find Purpose - Create Meaning

Light Your Fire



The **Liberal Arts Program at ACC** prepares you for a variety of career paths versus one specific career path. You will enter the world of work with skills employers say they value most: to communicate ideas; find and analyze information and data; adapt to new technology and professional trends; work with others to solve problems; and make confident, knowledgeable decisions. You will learn about ideas and beliefs that have guided human beings and shaped civilizations for thousands of years, and gain new perspectives on the world to make it better.

What meaning do you want to create?

Find Purpose - Create Meaning

Light Your Fire



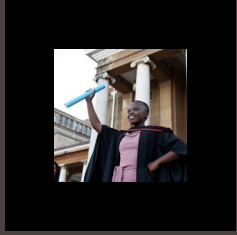
The Program in **Communication Studies at ACC** promotes human development in today's new climate of social change, and empowers you them to recognize important issues, find common ground for action, and build a sense of identity. Communication media and techniques can be powerful tools to advise people about new ideas and methods and encourage reflection and spark action. It not only helps to facilitate the process of sharing information and knowledge, but also to develop relationships with others - for it is only through exchange of ideas and cooperation that a society can grow and develop

What impact do you want to have?



Purpose is grounded
with meaning...

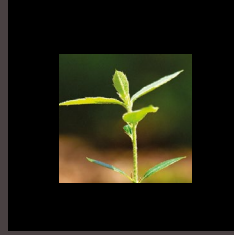
PICTURES OF CHANGE



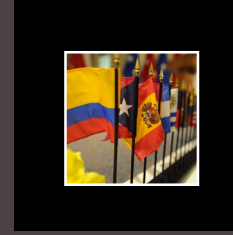
Light Your Fire



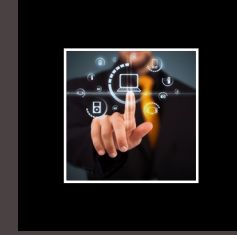
Peace & Conflict



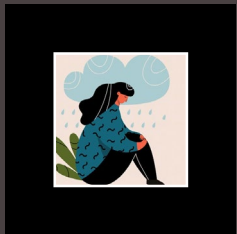
Sustainability



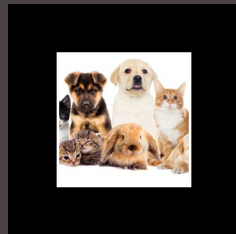
LatinX



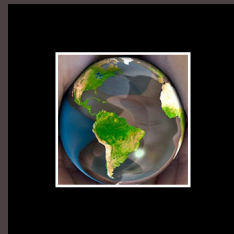
Technology and
Distance Education



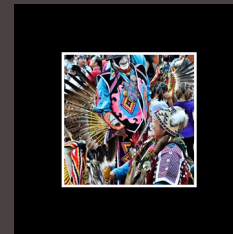
Mental Health



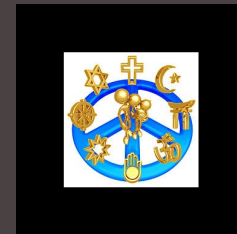
Creatures



International



Native American &
Indigenous Peoples



Spirituality

THE BLOG EVOLUTION

1. Links to research
2. Historical context
3. Cultural connections
4. Collaborations on content
5. Data shares
6. Links to ACC activities
7. Link to Guided Pathways
8. Community/Partner Resources
9. Call to action

IN MATTERS OF URGENCY AND CRISIS

- ◆ There are also considerations about the role purpose can play in helping students, or any of us, mitigate the impact of COVID-19 and the stress, uncertainty, and mental health challenges it carries. In the Journal of Humanistic Psychology article, [Purpose as a Powerful Resource in the Time of COVID-19](#), author Allison White shares that the pandemic has provided opportunities where individuals could have more time to reflect and expand on their interests, motivations, and perhaps a newfound meaning to their goals. The perceptions and actions of service grow exponentially in crisis and during the pandemic, we saw a new perspective on what it means to help each other.
- ◆ In [Who Helps Out in a Crisis?](#), we are reminded of the intrinsic drive to help and that the needs of others brings out our inner drive to 'be part of something bigger,' a greater purpose. Kathleen Tierney, a co-author of "Disasters, Collective Behavior, and Social Organization," notes the correlation between the anti-racist outcry and the pandemic, "COVID-19 really increased people's feeling of civic-mindedness," she said, "and of caring for the larger community."

BELONGING IN EDUCATION

- ◆ The research on belonging in Education is also significant. In the Study International article, “[Here’s why a sense of belonging in college matters more than you think](#),” we find that fostering a sense of belonging helps improve academic outcomes, health outcomes, and engagement with students. On the opposite spectrum,

“Failing to feel a strong sense of belonging on campus can impact how underrepresented student populations integrate, perform and persist.”

- ◆ Myra Laldin, a researcher for Research Schools International at Harvard Graduate School of Education, speaks to the [psychology of belonging](#) and why it matters. She shares the correlation between academic performance, dropout rates, and motivation to feelings of belonging.

“When we find ourselves in situations where we are the “out- group” or in an environment in which we feel like an outsider, we use our mental energy to monitor for threats, leaving fewer resources for higher cognitive processes. When students feel as if they don’t belong in a school setting, the cognitive energy that should be used on social engagement and learning is being used to scan for group barriers, discrimination and stereotypes.”

DISTANCE EDUCATION

- ◆ In “[How to Cultivate Belonging in Online Learning](#),” [Ellen Min](#), Associate Director of Student Equity and Success with the Global Online Academy (GOA), explored how GOA teachers and students created and felt a **sense of belonging**. She relied on previous research by Allen and Bowles in ‘[Belonging as a Guiding Principle](#)’ and by Peacock, Cowan, Irvin, and Williams in “[An Exploration Into the Importance of a Sense of Belonging for Online Learners](#),” to frame her research:
 - “Allen and Bowles’ research finds a direct correlation between belonging and student motivation, school completion, emotional and mental health, and physical health in the present and future.
- ◆ Min’s findings supported previous work and highlighted ongoing needs in the online learning environment:
 - “Belonging matters. In the online learning space, instructors can foster belonging by creating intentional spaces for students to show up, by reimagining assessments with equity in mind, and by supporting students by checking in and ensuring positivity in tone and feedback. These simple steps are what allowed GOA students from all over the world to come into an online learning environment where their voice was heard and they were valued as individuals.”

TECH ENVIRONMENTS

◆ An August 2021 article in *Computer Weekly* notes that

“around 75% of minority tech employees don’t feel a sense of belonging at work.”

◆ The research highlights the disconnect between the perceptions of employees and leadership about this issue in tech firms and provides suggestions on how tech companies can implement inclusion practices to create a sense of belonging.

“Shobha Meera, chief corporate social responsibility officer and group executive committee member at Capgemini, said: “In a world of increasing demand for tech-fueled products and services that are free of discrimination and are inclusive by design, the importance of inclusive tech workforces, cultures and practices is more important than ever.”

TECH...

- ◆ The [Beeck Center](#) at Georgetown University is focused on accelerating social change, noting it is dependent on all sectors operating in concert. To support this work, earlier this year they developed and offered “[Technology + Belonging](#),” a **6-part discussion series** providing a space for “collective reflection and to uncover technology’s role in facilitating systems that consciously and unconsciously function through the identities we hold and present to the world. [Through our reflection, we aim to reclaim our design and use of technology to increase personal belonging for all.](#)”
- ◆ Outlining the critical nature of belonging in technology fields is framed as a shift from inclusion to belonging in the *Forbes* article, “[How The Tech Industry Can Shift From Inclusion To Belonging](#).” Author [Ilit Raz](#) tells us that [creating an inclusive culture goes beyond having representation, but in purposely creating spaces and opportunities for cross-cultural engagement that will leverage the diversity of employees within work practices, innovation and change.](#) The article goes on to explain:
- ◆ “[Research shows](#) that **employees who feel that they belong, that they are truly valued for who they are, create a successful work environment that grows far beyond themselves.** This is especially crucial in tech environments: By allowing innovation and creativity thrive, employees feel free to bring their angle to the table, suggest high-impact ideas to help grow the business, or come up with out-of-the-box solutions for complex issues.
- ◆ The results of this positive employee experience go beyond boundaries and point at elevated productivity, more involvement in decision-making and more hand-raising. In my experience, it also has a fabulous effect on employee advocacy, which leads to a strong and lucrative employee brand. In fast-paced environments, from emerging tech startups to large tech corporations, **cultivating a sense of belonging has a major impact on the business bottom line.**

SPIRITUALITY OF P&B

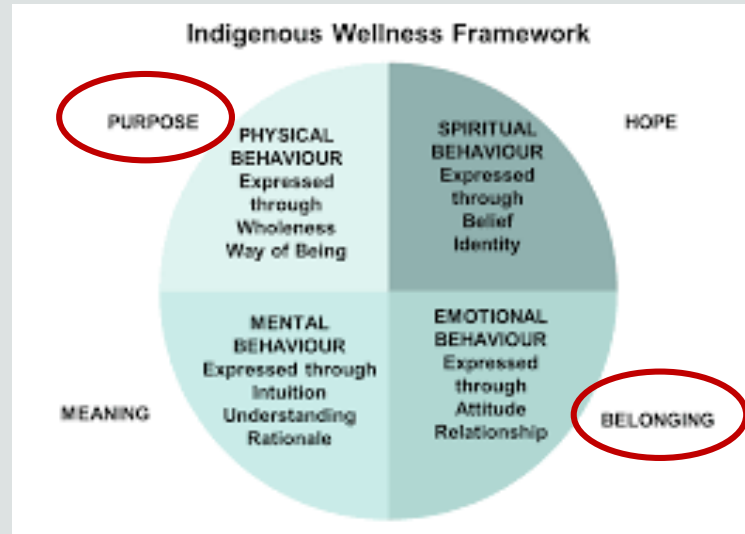
- ◆ Based on a [worldwide Gallup study](#), respondents in 84 countries were asked, “Do you feel your life has an important meaning or purpose?” The responses were analyzed by participant religion and commitment to practice, and results found that “respondents who claim affiliation with a religious tradition - any religious tradition -- are more likely than those who do not to say their lives have an important purpose.” They also found that those who actively practice their faith are more likely to identify with a sense of purpose.
- ◆ American journalist [Emily Esfahani Smith](#) grew up in a Sufi household. In her 2017 Ted talk called “[There’s More to Life Than Being Happy](#),” she tells her story about [finding meaning in life](#) and how her experiences with and connection to [Sufism](#) espoused the four pillars of life meaning -- belonging, purpose, storytelling and transcendence. You can access her [Pillar of meaning quiz](#) here.
- ◆ The ancient Sanskrit word ‘dharma’ refers to your purpose, life meaning and why you are here. It has roots in Hinduism, Buddhism and several other religions. In the May 2021 article, “[Your Dharma Is Your Soul’s Purpose](#),” the author discusses this in light of the pandemic effect on the work environment we are facing.
- ◆ Sahara Rose, referenced in this article, is host of the [Highest Self Podcast](#), Ayurveda expert and author of [Discover Your Dharma](#). She emphasizes the importance of living your dharma:
- ◆ “If you’re not living your dharma, Sahara says you may experience feelings of being stuck—like you’re taking action, but not really moving forward. The future doesn’t excite you. You’re surviving rather than thriving. This, she says, can be accompanied by feelings of anxiety, depression, unworthiness, or just feeling off. When you are living your dharma, Sahara says, you experience feelings of satisfaction with the way you are expressing and sharing your unique gifts, and you know you’re touching the lives you are meant to touch.”

Ikigai



Ikigai is a Japanese concept that means **your 'reason for being.'** 'Tki' in Japanese means 'life,' and 'gai' describes value or worth. Your ikigai is your life **purpose** or your bliss.

Indigenous Wellness Framework



Developed in partnership with First Nations, the First Nations Mental Wellness Continuum Framework (the Framework) presents a shared vision for the future of **First Nations mental wellness programs and services** and practical steps towards achieving that vision.

The Nguzo Saba *Swahili for Seven Principles*



Developed **to reinforce aspects of African cultures** which contribute to building and supporting family, community and heritage among persons of African descent.

MENTAL HEALTH AND WELLNESS

- ◆ The Belonging Project is a Special Initiative of the Chair in the Department of Psychiatry and Behavioral Sciences at Stanford Medicine with the goal of advancing research on belonging and its relationship to emotional health and well-being and foster collaboration to build cultures of belonging among other aims. They also focus on the integral nature of equity in their work:

The COVID-19 pandemic has highlighted how important it is to work toward a more integrated theory and practice of well-being, which is increasingly understood as a combination of many factors: psychosocial, biological, genetic, and environmental, and bearing crucially on our shared need to belong. **Belonging cannot be cultivated without a parallel intellectual and moral commitment to underlying issues of equity and justice.**

- ◆ How our sense of purpose affects our wellbeing: It's human nature to search for purpose in our lives, from our careers to our relationships. So what impact does purpose have on our wellbeing? (16 October 2020)

People who feel they live meaningful lives have stronger personal relationships, fewer physical health problems, improved mental health and overall healthier lifestyles. **Conversely, when we lack a sense of purpose, we can feel stuck, or stagnant** – which can lead us to feel depressed or anxious, unmotivated and generally dissatisfied with our situation.

CREATURES

- ◆ Closely linked to [last week's blog](#) on “Purpose and Belonging to Support Mental Health and Wellbeing,” the article “[How Animals Provide a Sense of Purpose](#)” demonstrates how animals can support both purpose and belonging in several ways:

“By having an obligation to something or someone greater than ourselves, [this gives meaning to our lives](#), especially in times when we wonder what the meaning is.

People struggling with [brain-based disorders](#) - especially the effects of depression, anxiety and loneliness—claim to have a new-found [sense of purpose when they adopt a pet into their home.](#)”

FACULTY DEVELOPMENT

- ◆ Belonging is not just important for students, it applies to all of us.

Dr. Kerry Ann Rockquemore, founder of the National Center for Faculty Development and Diversity, spoke about the **critical need for belonging in new faculty onboarding, particularly key to hiring and retaining faculty who are members of historically underrepresented groups.**

- ◆ And the case for **shortcomings in faculty development around student othering and belonging** was recently made by Dr. Johnnella E. Butler, Executive Leadership Academy Faculty member at UC Berkeley, professor emerita of comparative women's studies, and former provost at Spelman College (2005–14).

Hers is a vision where creating a faculty development framework that, “explores historical and contemporary American ways of belonging and othering will guide us beyond inclusion into a “melting pot” that replicates othering to a transformative diversity, as we help students engage the interactions among texts, ideas, feelings, long-held sociocultural assumptions, and facts.”

BUSINESS - PURPOSE POWER INDEX

- ◆ Purpose is also a critical driver in organizations and companies where our students will work or that students will build as entrepreneurs. A study conducted by RepTrak® and StrawberryFrog on consumer perceptions of brand purpose looked at the “higher order reason to exist beyond making a profit.”
- ◆ Through this work, they developed the **Purpose Power Index**™ looking at four key factors. Our ACC partner Tesla and their sister company SpaceX made the top 10 list twice as noted in the article “**Elon Musk Is ‘Pioneer’ Of Purpose-Driven Brands, Says New Study**,” through highest scores on:
 - ◆ (1) standing for more than just making money;
 - ◆ (2) improving the lives of people and communities;
 - ◆ (3) benefiting society as a whole; and
 - ◆ (4) changing the world for the better.

TESLA

- ◆ Corroborated by Galli in “[Elon Musk Life Purpose EXPLAINED: Finding Your Purpose in Existential Crisis](#),” he highlights that profits don’t drive Musk, but rather a look at the future and the “why” of the work.

“People work better when they know what the goal is and why. It is important that people look forward to coming to work in the morning and enjoy working. I think it’s important to have a future that is inspiring and appealing. **There has to be reasons you get up in the morning and want to live.** What’s the point? What inspires you? What do you love about the future?” — Elon Musk

BUSINESS - HEWLETT-PACKARD

- ◆ In The Harvard Business Review article, [Your Company's Purpose Is Not Its Mission, Vision or Values](#), the story of a 1960 speech by David Packard of Hewlett-Packard looks at the same dimension of purpose in relation to profit.

“I want to discuss why a company exists in the first place. In other words, why are we here? I think many people assume, wrongly, that a company exists simply to make money. **While this is an important result of a company's existence, we have to go deeper and find the real reasons for our being.** Purpose (which should last at least 100 years) should not be confused with specific goals or business strategies (which should change many times in 100 years). Whereas you might achieve a goal or complete a strategy, you cannot fulfill a **purpose**; it's like a guiding star on the horizon—forever pursued but never reached. Yet although **purpose** itself does not change, it does inspire change. The very fact that **purpose** can never be fully realized means that an organization can never stop stimulating change and progress.”

BUSINESS - DISNEY

- ◆ In 1955, Van Arsdale France, founded the “University of Disneyland,” to train and motivate employees that would lead, manage, and build Walt Disney’s theme parks **with the goal beyond a material paycheck, but a shared value of an intangible dream, a “raison d’etre” (reason for being)**, as the driver for grit, creativity, resilience and effort – the same drivers of student persistence and success. In pitching the purpose that would drive a business model of extraordinary customer focus, Van Arsdale France shares:
- ◆ “And here were top executives, all of them right there, and I had to get up and say ‘And now our theme: **the purpose of Disneyland is to create happiness for others.**’ And you see, the beautiful thing about saying, ‘We’re going to create happiness’ was then I could say, ‘Look, you may park cars, clean up the place, sweep the place, work graveyard and everything else, but whatever you do is contributing to creating happiness for others.’”

LINKING STUDENT & INDUSTRY PURPOSE

Who	What - Mission	Why - Purpose
Whole Foods	We satisfy and delight our customers We promote team member growth and happiness....	To nourish people and the planet
Dell	We create technologies	To drive human progress
Apple	To create products	To enrich people's daily lives
Amy's Ice Cream	Giving our customers not just ice cream, but a total experience when they come through our doors. Because what we also believe is that joy is contagious.	To make people's day
Kendra Scott	We thoughtfully and joyfully connect through beautiful jewelry	To gives back to the causes and people you care about most
Disney	Build a company	To create happiness for others
Tesla	Accelerate the advent of sustainable transport by bringing compelling mass market electric cars to market as soon as possible.	To accelerate the world's transition to affordable sustainable energy for a better future



THE NEXT CHAPTER

- ◆ The Syllabus Project
 - Key areas for integration in the academic setting.
- ◆ Envisioning alignment with work and life goals.
 - Calendar 2022/2023
- ◆ Cross-institutional/organizational alignment.
 - Events with UT Austin
 - Austin Public Libraries
 - Local partners – Fashion, Culinary, Photography, etc.

FACULTY PROGRAMS/PROJECTS

- ◆ This summer we will launch the **Syllabus Project** – A Faculty Learning Community focusing on redesigning syllabi with best practices for inclusivity.
- ◆ Consider starting the document with a Purpose statement about the discipline.
- ◆ Consider following with a statement on how the instructor will create and foster belonging for all students in the classroom.
- ◆ Use graphics, tables or visuals to share details about the semester expectations.
- ◆ Rethink the syllabus purpose from a contractual document or directions from faculty to student, to a learning guide, a job aid, and a recruitment tool.
- ◆ Collaborate with peers within disciplines and across disciplines.
- ◆ Consider adding acknowledgements
- ◆ **Purpose and Belonging Informed Educator Training**
- ◆ The Shared Governance Faculty Evaluation Subcommittee has a **DRAFT Exemplary Teaching Statement** that incorporates purpose and belonging:
- ◆ “ACC faculty are committed to exemplary teaching that engenders student success and is guided by ACC Faculty Values. Intentionally using innovative, evidence-based teaching practices, faculty creatively foster critical thinking, student engagement, learning, persistence, achievement, and sense of **purpose**. While cultivating a culture of **belonging** and inclusiveness for all students, faculty pursue excellence and continuous improvement in course design, teaching strategies, assessment and feedback, and student learning. To meet the highest level of exemplary practice, faculty seek out new strategies to intentionally nurture and respect learners’ strengths, interests, needs, and cultures. Faculty commit to continuous mastery of their disciplines and pedagogy as well as engagement in ongoing reflective practices in support of lifelong learning.”

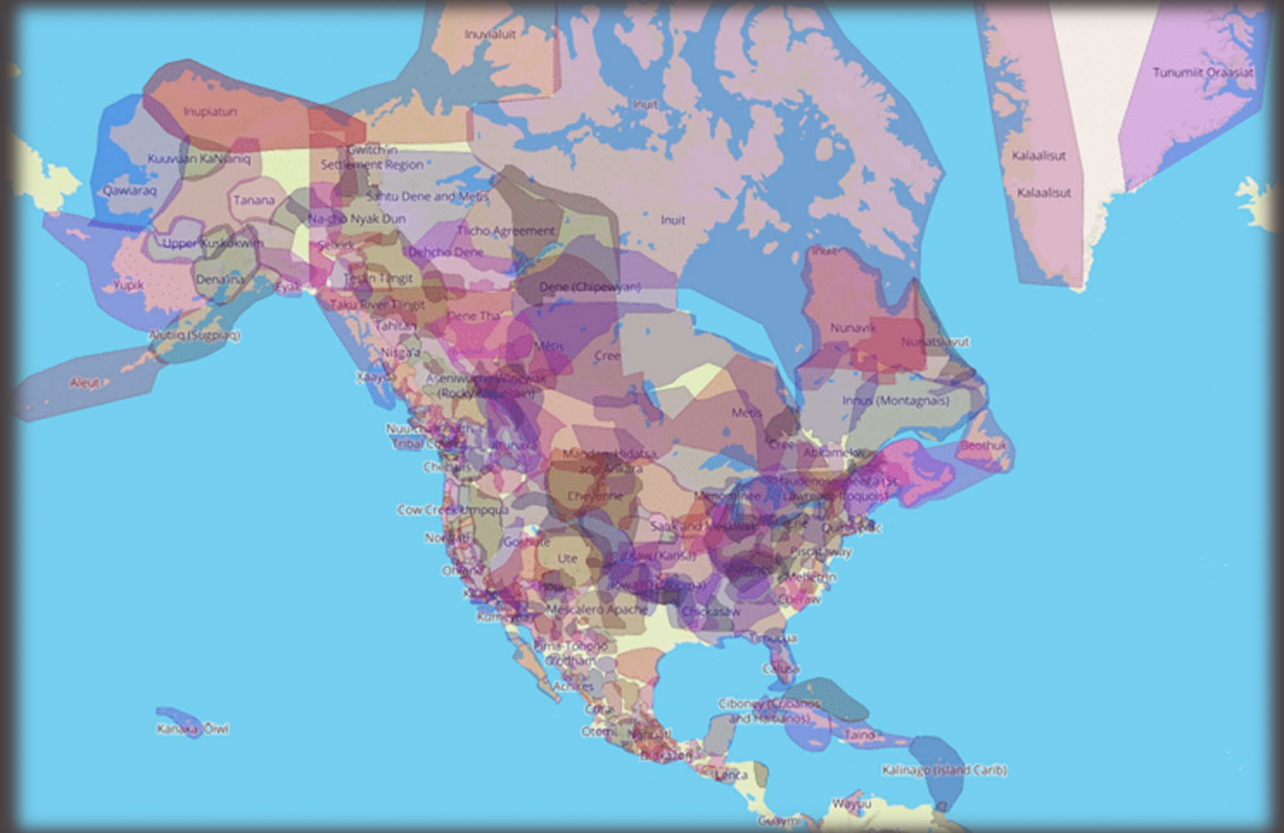
OTHER COLLEGE EFFORTS TO SUPPORT P&B

- ◆ **Alumni office** survey included the following question, “Share the name of an ACC employee — past or present— who made you feel your **purpose and belonging** during the course of your academic and professional career.”
- ◆ **Student Affairs** has developed a Task Force to envision the Virtual Student Experience with the first directive in the charge as, “How do we create a **sense of belonging** in the virtual environment?”
- ◆ **Student Life** conversations have centered around the inclusion of **purpose and belonging within leadership** programs for students and collect feedback from students on **what gives them a sense of belonging at ACC** in or out of the classroom.
- ◆ **Faculty and Staff** were invited to share videos about their **purpose and belonging** journey.

NATIVE AMERICAN INDIGENOUS PEOPLES HUB

Our work in Purpose and Belonging has fostered a interdisciplinary project to create a site to support land acknowledgements and their appropriate use.

- **GIS students** will create maps of indigenous lands for each of our campuses and other office locations.
- **Anthropology students** will research land acknowledgements and create versions for each campus and office location.
- **Visual Communications students** will create the landing Webpage and interactive components.
- **RTF Students** will videotape Native Americans or relatives reciting the land acknowledgements for the site.



<https://mymodernmet.com/interactive-map-indigenous-lands/>

LONGEVITY

- ◆ It even supports longevity according to a research study by the University of Michigan School of Public Health, “Purpose proved to be more indicative of longevity than gender, race, or education levels, and more important for decreasing risk of death than drinking, smoking, or exercising regularly.”

Retiree Association is being envisioned with a focus on aligning retired employees with **purpose in ongoing service** to the college and a **sense of belonging** to the institution.

The Belonging Project at
Stanford University
Department of Psychiatry
and Behavioral Sciences
Stanford University School of
Medicine

The Othering &
Belonging Institute and
the Haas Institute for a
Fair and Inclusive
Society at UC Berkeley

Colorado State University
Center for Meaning and
Purpose (Department of Psychology)

CONNECTIONS & COLLABORATIONS

Bates College
Center for Purposeful Work



Dr. Monique Umphrey (She/Her) • Following

Educator and Innovator

3mo • Edited •



Today I have been overwhelmed with memories. Today is my last day as President at [HCC Northeast](#). It has been the ultimate honor to serve as President to advocate for our students. I have watched our students give their absolute best as they strive for a better life. I am reminded of their strength. During the Spring 2021 NHECHS graduation for our dual credit students, I was reminded that these students endured Hurricane Harvey, Imelda, and Winter Storm Uri and also managed to earn an associate's degree while in high school! They are brilliant, resilient, and innovative! Our future is in good hands! I have cried with them during some tough times and cheered with them as they walked across the stage on graduation day. I love all of our students, and I wish all of you the absolute BEST as you embark on the next phase of your journey.

As an educator, I get excited when I see our students find their purpose and thrive! To my colleagues in Houston at [Houston Community College](#), we have much to celebrate. Thank you for all the support! We were able to remove many barriers for our students! I am also extremely excited about my new role in Austin as Provost, Executive Vice Chancellor at [Austin Community College](#). The outpouring of hospitality from ACC has been incredible! [#NHECHS](#) [#dualcredit](#) [#communitycollege](#) [#studentsuccess](#) [#resilient](#) [#thankyou](#) [#hospitality](#)



Dr. Monique Umphrey

6,127 Tweets



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Dr. Monique Umphrey

@Preeminent_MW

I am passionate about helping people recognize their purpose. Provost/EVC at [@ACCDistrict](#) . President of [@AAWCCNatl](#). She/her [#Resiliency](#) [#STEM](#) [#Blockchain](#)

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Provost and EVC, Dr. Monique Umphrey

Find your purpose

Light Your Fire

You Belong Here



How can you integrate a search for purpose in your work?

What can you do to foster belonging?

THE MOVEMENT



QUESTIONS ON PURPOSE & BELONGING

THANK YOU



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[Power of Purpose & Belonging Site](#)