

1. Record Nr.	UNINA9910807678703321
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Titolo	Call to Purpose : Mission-Centered Change in Three Liberal Arts Colleges
Pubbl/distr/stampa	New York, : Routledge, Oct. 2002 Florence, : Taylor & Francis Group [distributore]
ISBN	1-317-84946-9 1-315-82930-4 1-317-84947-7
Edizione	[1st ed.]
Descrizione fisica	1 online resource (157 p.)
Collana	RoutledgeFalmer Studies in Higher Education
Disciplina	78.1/01 378.101
Soggetti	Universities and colleges - United States - Administration Educational planning - United States Mission statements - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Title; Copyright; Contents; Chapter 1 Introduction: More Than Just "Mission"; Chapter 2 A Thematic Account of the Development of Institutional Purpose; About the selection of sites; A word about time frames; Institutional malaise; Ending the stalemate; Creating a mandate for change; Toward a common purpose; Implementing the vision; Struggles over ideology: True believers and naysayers; The dark side of change; Discovering you've arrived: Symbols of Success; Reaching the end of the life cycle of change; Chapter 3 The Search for Purpose as Institutional Revitalization A crisis of purpose Rejection of the status quo and building the consensus for change; Arriving at a new vision; Birth of a Movement: True believers, supporters, fence sitters and naysayers; Implementing the vision; Realizing the vision and the social construction of success; Mission creation as a socio-cultural movement; Comparing belief systems: Then and now; Toward a new ideology; Chapter 4 The Power, Politics, and Pathology of Ideologically Based Change; The politics of advancing a new vision; Rewriting the social contract; Pushing for

change; Securing change; Constructing the enemy
Witch-hunting at OlivetAn analysis of the witch hunt; Chapter 5
Sustaining A Sense of Purpose and the Social Construction of Success;
New programs and policies; Betterment of institutional life; Enhanced
attractiveness of the community; Challenging members' conceptions of
success; The inestimable value of success; Tempered idealism;
Sustaining community; Chapter 6 Conclusion; Findings; Leadership in
the cultural realm; Future research; Appendix A Research Design and
Methodology; Bibliography; Index

Sommario/riassunto

Annotation
