

Mission statements declare the goals and objectives that are the foundational principles for those individuals involved in the organization concerned and which they are to implement and abide by within the institutional practice for the duration of the policy document. Cambrian College's 2009 Mission Statement reflects Cambrian's focus on generating innovative growth, shaping opportunity, and fostering success through the College's instructional role in facilitating the acquisition of knowledge and skills for its students. It is also a powerful marketing tool for the purposes of recruitment and retention, even as it encapsulates the educational and institutional goals and objectives of the College. As such it inspires prospective and current students to think about how they can imagine a new context for themselves within the symbolic space of the educational institution. This paper focuses on "unpacking" the language of Cambrian College's Mission Statement in an attempt to analyze the interpretative potential of this text, based on close reading ideas explored by critics such as George Whalley and Julia Kristeva.