



Developing a Mission Statement

A mission statement is a brief statement of the general values and principles which guide the program or office/department goals. It sets a tone and a philosophical position from which to follow a program's or office's/department's goals and objectives. The mission statement should define the broad purposes the program or office/department is aiming to achieve, describe the community the program or office/department is designed to serve, and state the values and guiding principles which define its standards.

Mission statements must also be consistent with the principles of purpose set forth in the school's/institution's mission statements. Accrediting bodies expect that mission statements be in harmony with mission statements of the institution, school/college, and/or department. Therefore, a good starting point for any program or office/department mission statement is to consider how the program or office/department mission supports or complements the university, school/college, and department missions and strategic goals.

A mission statement...

- is a broad statement of **who** the program or office/department is, **what** it does, **why** it does what it does, and **for whom** it does it for
- is a clear description of the **purpose** of the program or office/department and the learning environment
- reflects how the program or office/department contributes to the education and careers of students graduating from the school or how the program or office/department supports its customers
- may reflect how the teaching and research efforts are used to enhance student learning
- is **aligned** with office/department, college, and university missions
- should be distinctive for the program or office/department

Components of a Mission Statement

- **Primary functions** or activities of the program or office/department – most important functions, operations, outcomes, and/or offerings of the program or office/department
- **Purpose** of the program or office/department – primary reasons **why** you perform your major activities or operations
- **Stakeholders** – groups or individuals that participate in the program or office/department and those that will benefit from the program or office/department

Characteristics/Attributes of a Well Written Mission Statement

- Is unique to your program or office/department
- Clarifies the distinctive purpose of your program or office/department
- Identifies signature features of your program or office/department
- Is short and concise
- Is easy to understand and remember
- Promotes alignment with the institutional/school/department mission
- Withstands time, has longevity

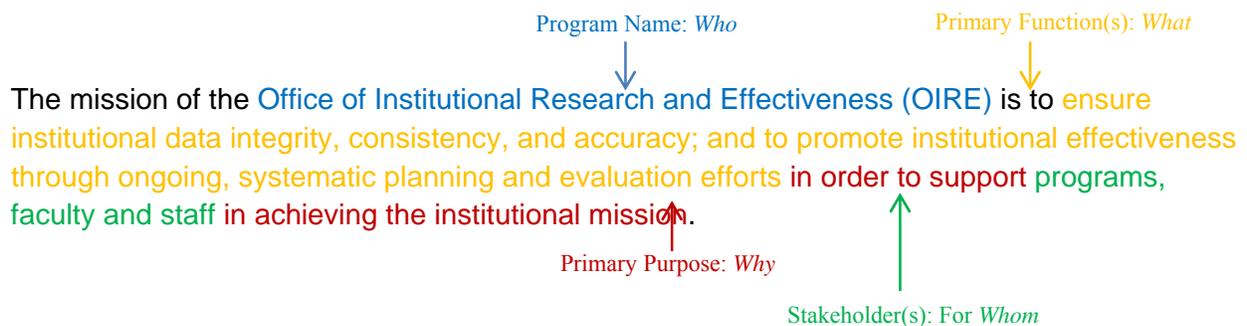
Structure of a Mission Statement

“The mission of (name of your program or office/department) is to (your primary purpose) by providing (your primary function(s) and/or activities) to (your stakeholder(s)).”

Include additional clarifying statements if necessary.

Note: The order of the pieces of the mission statement may vary from the above structure.

Mission Statement Example



Another similar simple format is:

The _____ (program or office/department) will _____ for _____ by _____.

This tells **who** the program or office/department is, **what** it intends to do, **for whom** it intends to do it, and by **what** means (how) it intends to do it.



Checklist for a Mission Statement

Does your mission statement have the following 4 components?

- Name of your program/office/department
- Your primary purpose
- Your primary function(s) and/or activities
- Your stakeholders

Is your mission statement...

- A complete sentence?
- Clear and concise?
- Distinctive and memorable?
- Does it clearly state the purpose of the program or office/department?
- Does it indicate the primary function or activities of the program or office/department?
- Does it reflect priorities and values?
- Does it indicate who the stakeholders are?
- Does it support the mission of the school and institution?
- Is it aligned with the university's mission