

Developing a Mission Statement

The mission statement is the main purpose that identifies the path and target for our endeavors. It describes who our program serves, the main functions or activities, and the primary intention of the program. It sets the foundation that leads to the design of the program's goals and outcomes. A well written statement is essential in order to conduct assessment. The mission statement helps us understand the master plan for a program and assessment helps us determine if our mission is actually being accomplished. A mission statement for an academic program may be slightly different than others at the college because they are typically focused primarily on student learning.

Program mission statement components:

- **Program Name** for which the mission statement is written
 - Who we are?
- **Primary functions** or activities of the program or unit– most important functions, operations, outcomes, and/or offerings of the program or unit
 - What do we do?
- **Purpose** of the program or unit – primary reasons *why* you perform your major activities or operations
 - Why we do it?
- **Stakeholders** – groups or individuals that participate in the program and those that will benefit from the program or unit
 - For whom do we do it?

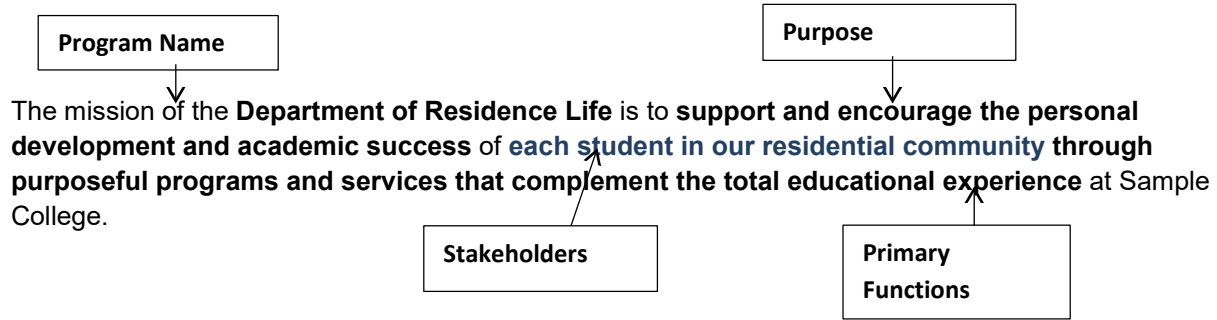
Attributes of a well written Mission Statement:

- The statement identifies the main purpose of the program.
- The statement should display how one can differentiate your program from other programs; it identifies what makes your program unique.
- The statement needs to be aligned with the mission of the college
 - Peru State College's Mission Statement: In educating the individual to the benefit of society, Peru State cultivates the capacity and propensity for life-long learning by fostering independent inquiry and promoting the value of knowledge and discovery. Through innovative undergraduate and graduate programs, Nebraska's first college continues its commitment to making a vital contribution to the future of the region and the state.

Structure of a Program Mission Statement

“The mission of (name of your program or service) is to (your primary purpose) by providing (your primary functions or activities) to (your stakeholders).” (Add any additional information that helps clarify)

Program Mission Statement Example



Another similar simple format:

The _____ (organization) will _____ for _____ by _____.

This tells *who* the organization 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

- Is the statement clear and concise?
- Is it distinctive and memorable?
- Does it clearly state the purpose of the program?
- Does it indicate the primary function or activities of the program?
- Does it indicate who the stakeholders are?
- Does it support the mission of the college and division?
- Does it reflect the program's priorities and values?

*Make sure to include many stakeholders when writing your mission statement as they can offer many different perspectives

RESOURCES

<http://assessment.uconn.edu>

- How to Write a Program Mission Statement
- Based on material from the University of Central Florida: "UCF Academic Program Assessment Handbook", 2005 and material from University of San Diego