Mission Statement Primer

What is a mission statement?
- A concise statement of organization (unit, department) strategy developed from the stakeholders' perspectives. It should fit with the vision for the school/division and the institution
- Describes the primary purpose of your unit
- A succinct statement that conveys your unit's reason for being.
- "What we are here to do"

What are the components of the mission statement?
The mission should describe the following things:
- What we do
- How we do it
- For whom we do it

Characteristics of a good mission statement
- Compelling
- Crisp
- Clear
- Concise
- Engaging
- Guides decision-making
- Motivates, inspires, and challenges
- Bold
- Embodies the values of the unit/department
- Reflects the value that the unit/department brings to the institution
- Powerful
- Is a catalyst for the development of programs, initiatives, etc.
- Unifies the unit/department efforts

Steps in writing a good mission statement
1. Collaborate – involve faculty, staff and other stakeholders in this process
2. Develop a List – describe the values, target audience, core services, and unique attributes of the unit
3. Be Selective – sort the list and prioritize those things that describe only your core services, combine similar ideas
4. Be cohesive - string the core concepts together
5. Think broadly- include what you currently do with what you may do in the future
6. Give yourself options – experiment with wording

Points to Consider
- Consider what defines success in the context of your mission
- Express the mission, what the organization/department/division is for, in direct and clear terms.
- Consider the purpose of the organization/department/division, not just its activities.

Compiled using various internet resources for non-profit organizations.