PLANNING SUPPLEMENTAL INFORMATION

HOW TO DEVELOP A MISSION STATEMENT

I. Mission Statement

Using the information in the plans submitted by the programs, define what the purpose of the program, unit, and area is or what the program, unit, and area intends to accomplish as a whole. In other words, develop a statement that describes the mission of the program, unit, and area. Do not just copy the mission statements of program plans.

Consider the following questions:
1. How does the program, unit, or areas mission relate to and support the college’s mission and strategic directions?
2. What does the program, unit, or area intend to accomplish?
3. What is the purpose of the program, unit, or area?
4. What are the intended outcomes of the program, unit, or area or what changes does the unit intend to produce?

How do we write a mission statement?

Begin by asking yourselves, how does our program/unit/area support the mission of the college? Every program/unit/area must support the mission of the college, otherwise, “Why would you exist?” Second, consider the needs your program/unit/area addresses to further the mission of the college (purpose of your program/unit/area). Why does the program/unit/area exist? Every program/unit/area has a purpose, a reason for being. Lastly, ask yourselves, what are we doing to address our purpose (the business of your program/unit/area)? A mission statement is clear and precise. If it is too broad you will not know if you fulfill the mission and if it is too narrow you may find yourselves limited by it.

As you create your mission statement, ask yourselves the following questions:

1. How does our mission statement support the college’s mission?

Begin by reviewing the college’s mission statement, which guides the work every program/unit/area does at the college. After reading the mission statement of the college, ask yourselves, how does our program/unit/area support the common principles or purposes that we share as a college? Then, explain how your mission statement supports the common principles or purposes in the college’s mission (e.g., successful student learning, encouraging and supporting continuous learning, providing high quality instruction, etc.).

2. What is the purpose of our program/unit/area?
The purpose of your program/unit/area is why you exist. What is your program’s/unit’s/area’s role at the college? What are the opportunities or needs that your program/unit/area addresses? Make sure to describe the population you serve. Are you serving students, staff, faculty, and/or community members? Make sure to include a few words in your mission statement that inform the college who is the population you serve. If you find yourselves having difficulty identifying your purpose or how your program/unit/area supports the college, ask yourselves “If our program/unit/area ceased to exist today, what would be the effect on the college and the learning process?” If you can identify any effect, you have also identified the purpose of your program/unit/area and how you support the college’s mission.

3. What are we doing to address our purpose (the business of your program/unit/area)?

Explain how you meet your purpose. What array of services do you provide to meet your purpose? In other words, describe the nature of the services your program/unit/area intends to address. Do not just list all the activities/tasks (e.g., process requests, schedule classes, attend meeting, process forms, etc.) that your program/unit/areas perform. Begin by asking yourselves, why do we perform the services, tasks, and/or activities that we do? Every service your program/unit/area provides has a purpose. Think about the range and nature of the services you provide, and then come up with general categories that reflect every facet of the business your program/unit/area provides. Try to include verbs, or action words, that describe what the program/unit/area is doing to meet its purpose. What does the program/unit/area intend to provide, produce, reduce, improve, or change to further its mission?