Mission Statement
A mission statement broadly states what the program is, what it does, and for whom it does it.
A mission statement should:

• Clearly describe the purpose of the program
• Clearly describe the program’s primary functions
• Identify who the program serves
• Be aligned with the mission statement of the university
Useful guidelines:

- Strong mission statements can stand alone

- Strong mission statements could be distinguished from those of other programs if the program’s name was removed

- Strong academic program mission statements often describe how the program contributes to the development and career of students
Use of mission statements

- Guide decision-making
- Provide foundation for learning outcomes
- Provide foundation for strategic planning
Creating a mission statement:

What is your academic program’s primary educational purpose?
Creating a mission statement:

What is your program providing students to meet this purpose?
Creating a mission statement:

Who does your program serve?
What type of careers or further study does the program prepare students for?
The mission of __________ is to _______________ by providing majors ______________ in order to ________________
Review Criteria

- Clarity of description

- Ideal: clear and concise description of unit and primary functions
• Identifies stakeholders
Specificity

Ideal: highly specific to the unit; if the unit’s name were removed, the mission statement would distinguish this unit from others
Review Criteria

• Alignment with university mission

• Ideal: explicitly aligned and consistent with the university mission statement
Review Criteria

- Alignment with outcomes
- Ideal: outcomes encompass the mission while still being manageable to evaluate and assess
The mission of the Biology B.S. degree program is to prepare students for employment in various biology-related areas and/or for the pursuit of advanced degrees in biology or health-related professional schools by educating them in the fundamental concepts, knowledge, and laboratory/field techniques and skills of the life sciences.

--University of Central Florida
Do we need to have mission statements for each degree?

- No. You will need, at minimum, a mission statement for each department.
- However, if you find that it’s easier for different programs (or groups of programs) to have their own mission statements, please feel free to do so.
FAQs

Can we have one mission statement for the college?

• All the colleges and schools will have their own mission statement.

• While there may be a lot of similarity among departments in a college, each department will need their own specific mission statement.

• Mission statements for related departments may end up using similar language.
Will we need to write new mission statements?

• Once you have crafted a mission statement that’s a good fit, you will not be required to revise.

• You may, however, revise your mission statement whenever you feel it no longer describes your department or program effectively.
Is there anything that shouldn’t be included in a mission statement?

• You may wish to distinguish between a vision statement and a mission statement.

• Components of a mission statement should be measureable. A vision statement can describe the aspirations and values of a department or program.
What do we do with these mission statements?

- Please send your mission statement to msu.assessment@murraystate.edu by November 1
- Please post your mission statement on your department website
- Please use your mission statement in your planning, review, and assessment processes
Questions?