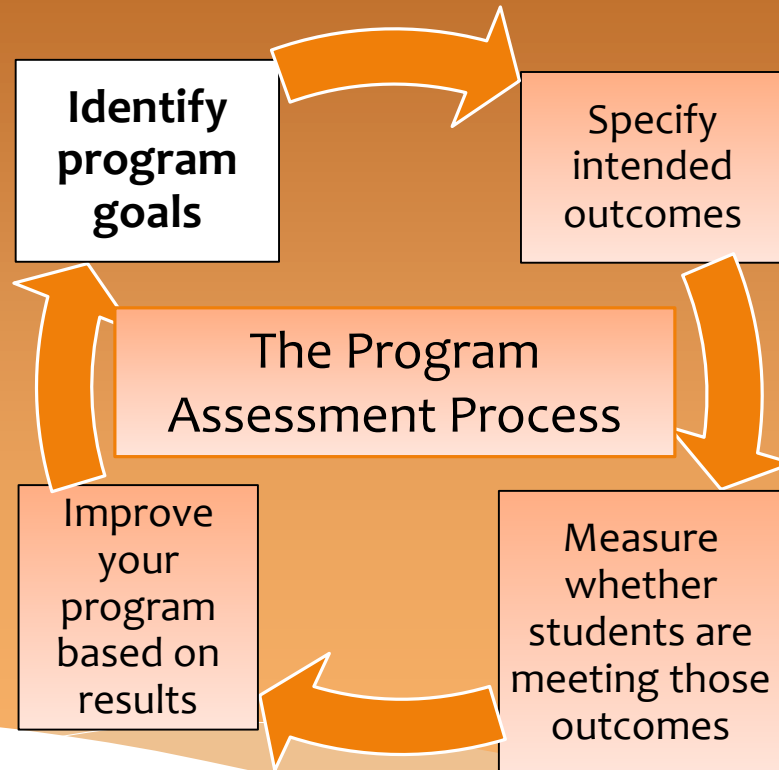


# Program Assessment: Writing a Mission Statement



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# Presentation Overview

To help you write a mission statement, this presentation provides:

- \* an explanation of what a mission statement is
- \* examples from various universities' academic and student support programs
- \* guiding questions to help your program develop a mission statement
- \* pitfalls to avoid when developing a mission statement

# Mission Statement

- \* A brief description of the program's:
  - \* **Purpose** - Why the program exists, including its *unique or signature features*
  - \* **Offerings**– What students or clients will gain from the program (in broad terms, but specific to the discipline)
  - \* **Target audience/Stakeholders** – Who benefits from the program
- \* Aligned with the University and division missions
- \* Realistic and achievable

# Usefulness

- \* A mission statement is like a guiding principle: explicitly articulating it helps guide programmatic decisions.
- \* For example, you can use your mission statement to
  - \* prioritize your use of and requests for funding, faculty lines, course offerings, extra curricular programs
  - \* Decide which courses should be required or elective
  - \* Identify new areas of expansion

# Mission Statement Example: Northern Arizona University Social Work

The mission of the **Northern Arizona University Social Work** Program, grounded in the history, purpose, and values of the profession, is to educate **competent, generalist social workers** for practice with diverse populations and multi-level social systems in local, regional and global contexts. The generalist practice for which we educate is based on social work knowledge, values, and skills; *geared to practice with rural and Indigenous populations of the Southwest; and, focused on addressing poverty, structural racism, and oppression.* This practice **provides leadership in promoting human rights and social and economic justice, and service with vulnerable and underserved populations locally, regionally, and globally.**

# Mission Statement Example: UConn Biology

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.**

# Mission Statement: U Wisconsin-Milwaukee Advising

It is the mission of the CEAS advising office to create an atmosphere that fosters success. We are committed to **quality academic advising** in an **environment that is welcoming, inclusive and supportive**. Our programs and services are designed **to help students develop decision making skills that will empower them to take full advantage of their educational experience.**

# Mission Statement: Guiding Questions

To help you get started on your mission statement, you might discuss the following questions with your colleagues:

- \* What need(s) does the program fulfill?
- \* What will the students know, value, and be able to do as a result of your program?
- \* What does this program uniquely offer that differentiates it from other programs?



# Mission Statement: Pitfalls to Avoid

Wording that is:

- \* Too general to lead to any specific learning outcomes
- \* Not clearly related to the program's learning outcomes
- \* Focused on teaching rather than student learning
- \* Written for a specialist/expert audience rather than a general audience

# Local Resources for Program Assessment

- \* Cathy Barrette, WSU Director of Assessment

[c.barrette@wayne.edu](mailto:c.barrette@wayne.edu)

(313)577-1615

4129 F/AB

- \* WSU Assessment website (temporary url)

<http://undergrad.wayne.edu/assessment.php>

- \* OTL staff, workshops and website:

<http://otl.wayne.edu/>