Mission Statement Template

A mission statement is important for a couple of reasons. One, it taps into the “shared vision” and it creates a statement for the rest of the department and university to understand what you are all about. Without a mission statement the perception of your programs purpose and place in the overall university will not necessarily align with your understanding.

Writing a mission statement is a challenge. But it is a great exercise to go through. The mission statement is deceptively simple-looking. It’s important to try to distill the essence of your message of what you are about down to two or three sentences. The mission statement should tell the story of who you are, what you do and your ideals. The challenge lies in not to getting caught up in the “we are so great, we are so cool” type of language.

Use the mission internally to promote a shared understanding and as a message that can communicate what you believe. The discussion helps to ensure a shared sense of purpose for your academic program

The template below asks you to respond to five questions that a mission statement should answer

1. “Who are we?”
2. “What is our purpose?”
3. “What should we be doing?”
4. “For whom are we doing it
5. “What standards are we trying to live up to

Using the template below you can create a mission statement for your academic program by completing the shaded areas. The resulting mission statement can then be used to inform program discussion about its intended mission. This template is intended only as a guide to promote discussion and it should be adapted to best address your programs needs.

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| **MISSION STATEMENT: TEMPLATE** |
| The mission of [Enter program name here] is to [Enter purpose of your program] by providing [Enter primary activities here] to [For whom does it do these things?] guided by [What standards is this entity trying to live up to?] |

**EXAMPLE**

***The mission of*** The Office of Institutional Effectiveness ***is to*** promote systemic planning and assessment ***by providing*** support for assessment, institutional effectiveness and planning, and accreditation activities ***to*** all administrative and academic entities at Georgia Southern ***guided by*** a dedication to a culture of evidence and continuous improvement