How To Create an Effective Department Mission Statement

A mission statement

- Names your department and articulates its purpose
- Defines your department’s functions
- Describes the population your department targets

Simple Template

The mission of (your department) is to (your purpose) by providing (your department’s functions) to (your stakeholders).

Example

“The mission of BCC’s Assessment Team is to facilitate the development and assessment of learning outcomes and departmental objectives in academic and non-academic departments at Bronx Community College by providing encouragement, instruction, and assistance to faculty, staff and administrators.”

<table>
<thead>
<tr>
<th>Exemplary</th>
<th>Acceptable</th>
<th>Developing</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Clear and concise statement</td>
<td>▪ Statement of department’s purpose</td>
<td>▪ General statement of the department’s purpose</td>
</tr>
<tr>
<td>▪ Specific to the department (identifying what it does that separates it from other departments)</td>
<td>▪ Function of department stated</td>
<td>▪ Function of the department needs clarity</td>
</tr>
<tr>
<td>▪ Clearly identifies function of department</td>
<td>▪ Population served identified</td>
<td>▪ Does not clearly identify population served</td>
</tr>
<tr>
<td>▪ Identifies population the department serves</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NOTES:

Department Mission Statement Rubric

Indiana University & Various Sources; Rev: 9.3.2015
How To Create an Effective Program Mission Statement

A mission statement

- Names your program and articulates its purpose
- Defines your program’s functions
- Describes the population your program targets

CHECKLIST:

- Is your statement clear and concise?
- Does it clearly state the purpose of the program?
- Does it indicate the primary function or activities of the program?
- Does it indicate the population?
- Does it support the mission of the program, college and institution?

<table>
<thead>
<tr>
<th>Exemplary</th>
<th>Acceptable</th>
<th>Developing</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Clear and concise statement&lt;br&gt;▪ Specific to the program (identifying what it does that separates it from other program s)&lt;br&gt;▪ Clearly identifies function of program&lt;br&gt;▪ Identifies population the program serves</td>
<td>▪ Statement of program ‘s purpose&lt;br&gt;▪ Function of program stated&lt;br&gt;▪ Population served identified</td>
<td>▪ General statement of the program ‘s purpose&lt;br&gt;▪ Function of the program needs clarity&lt;br&gt;▪ Does not clearly identify population served</td>
</tr>
</tbody>
</table>

NOTES:

Program Mission Statement

U of Texas & Various Other Sources; Rev: 9.3.2015