



IECC Mission and Goals Development Guide

How to Write a Mission Statement

Types of Missions

- Institutional Mission
- Discipline/Program Mission (Curricular)
- Program/Service Mission (Co-Curricular)

A mission statement is a concise statement of general values and principles. Curricular and/or Co-Curricular mission statements must be consistent with the principles of purpose set forth in the Institution's mission and goals. Accrediting bodies expect that Curricular and Co-Curricular missions statements are in harmony with mission statements of the institution. Therefore, a good starting point for developing a mission is to consider how the mission will support the institutional mission, values, and goals.

Structure of a Curricular or Co-Curricular Mission

“The mission of (name) is to (primary purpose) by providing (primary functions or activities) to (stakeholders).”
(Possibly additional clarifying statements)

(Note: the order of the pieces of the mission statement may vary from above structure.)



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How to Write Goals

Goals are broad, general statements of what the institution, discipline/program, co-curricular area, course, or activity intends to accomplish. Goals describe broad learning outcomes and concepts (what you want students to learn) expressed in general terms (e.g., clear communication, problem-solving skills, etc.). A single goal may have multiple subordinate outcomes.

Definition of Goals

- Institutional Goals
- Discipline/Program Goals
- Program/Service Goals
- Course Goals

Program Goals are general statements of what the program intends to accomplish. Program Goals are broad statements of the kinds of learning we hope students will achieve - They describe learning outcomes and concepts (What you want to learn) in general terms (e.g., clear communication, problem-solving skills, etc.) Goals are statements of long range intended outcomes of the program and the curriculum. They describe the knowledge, skills, and values expected of graduates and should be consistent with the mission of the program and the mission of the institution. Goals flow from the mission and provide the framework for determining the more specific educational learning objectives and outcomes of a program.

Structure of a Goal Statement

“To (action verb) (object) (modifiers)”

Examples:

To graduate students who are prepared for industry
To adequately prepare students for Baccalaureate studies

Checklist for Goals

- Are they consistent with your mission?
- Are your goals aligned with the institutional goals and values
- Do your goals describe desired performance