

Mission Statements

Successful planning starts with a concisely stated operational purpose that captures the essence of a unit and includes the general values and principles that guide the unit's goals.

Mission Statements should

- Communicate the purpose of the unit
- Distinguish the unit from similar areas
- Align with the mission of Illinois State University

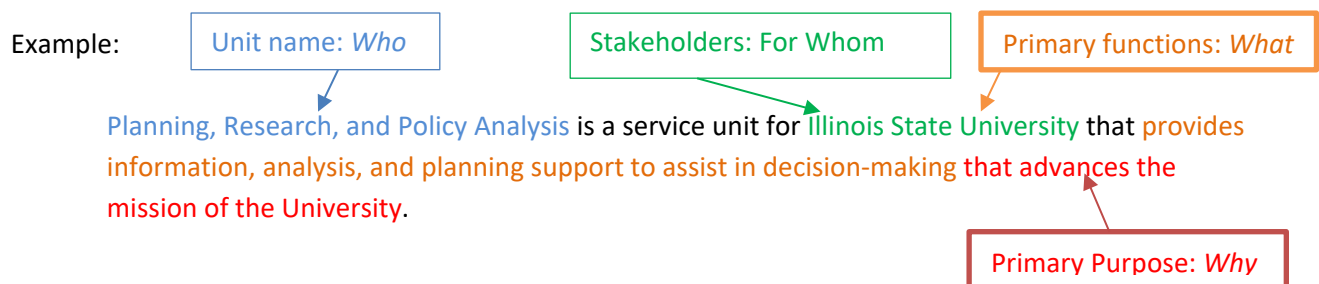
Question to ask: How does the mission of the unit support or compliment the larger mission of Illinois State University?

Mission Statements should answer

- Who are we?
 - The mission of the unit is . . .
- What do we do? (primary function, operations, outcomes, and/or offerings of the unit)
 - The unit conducts, provides, shares . . .
- Why do we do it?
 - Purpose of the unit. The primary reason why you perform your major activities
- For whom do we do it? (stakeholders)
 - Stakeholders are groups or individuals that benefit from the activities of the unit

Suggested Structure

The mission of <unit name> is to <primary purpose> by providing <primary function> to <stakeholders>.



Checklist

- Is the statement clear and concise?
- Is it distinctive and memorable?
- Does it clearly state the purpose of the unit?
- Does it indicate the primary function or activities of the unit?
- Does it indicate who the stakeholders are?
- Does it support the mission of Illinois State University?
- Does it reflect the unit's priorities and values?