Structuring your Mission Statement

1. Why does your department, program exist?
2. Who are your stakeholders?
3. Can stakeholders like students/faculty get a glimpse of the program experience from the mission statement?
4. What can a student do with their degree?
5. What makes your program unique in the university and region?
6. Why do you do what you do?
   - What impact do you hope to have and on whom?
   - What story do you want to tell?
7. How do you contribute to the University Mission and Core Values?

Model:

The mission of (program name) is to (your primary purpose) by providing (your primary functions or activities) to (your stakeholders).

The order of these pieces may vary from the above structure.

Sources:
*All information and ideas credited to Mark Nicholas, Ph.D, Framingham State University.

MMA Office of Institutional Effectiveness