



# University of Vermont

## Mission Statements

A key part component in conducting meaningful assessment is understanding the purpose of the unit or program being assessed; mission statements help establish that. Mission statements are concise statements that convey the purpose of the unit or program and help indicate how it helps UVM fulfill its mission.

Effective mission statements:

- clearly convey the purpose of the unit or program.
- are concise and specific; they are typically a single sentence of no more than 70-100 words (although they are often far less than that).
- connect to [UVM's mission statement](#); it should convey how your unit or program helps UVM accomplish its mission.

When writing your mission statement, you should consider:

- What does your unit or program do? What is your purpose?
- What population do you serve?
- Why do you serve your intended audience in the manner that you do?
- What image do you want to convey?
- What are your major priorities?

Tips for constructing a mission statement:

- Look at missions for similar institution's units or programs for ideas.
- Make sure it's a collaborative process. Elicit ideas/feedback from all members of the unit or program. Including students in the process can be very helpful as they are likely to be the intended audience.
- Analyze those ideas/feedback to develop a set of key words or phrases then slowly narrow them down to those that encapsulate the heart of the group's thoughts.

When completed, where should the mission statement be published?

- Your mission statement should be displayed prominently on your webpage and included in promotional materials.

- And, of course, it should be included in your [Assessment Plan](#).

### Additional Resources:

- [How to Write a Program Mission Statement](#) (University of Connecticut)
- The University of Texas at San Antonio has several examples on their [Continuous Improvement & Accreditation](#) webpage.
- [Virginia Tech](#) has a helpful 1-page PDF.
- [The University of Northern Colorado](#) has a comprehensive 17-page document on Mission Statements.