

Writing a Mission Statement

Guidance for Academic Programs

A mission statement is: A concise statement, developed collaboratively with faculty and other stakeholders, which communicates the purpose and values of the academic program.

The key considerations when writing a mission statement for an academic program is that it is:

- Clearly and concisely written for a general audience
- Realistic and achievable
- Defines the program's purpose
- Identifies the program's primary functions, activities, & stakeholders
- Focused on student learning
- Aligns clearly to the missions of the University, College, and Department
- Highlights what is unique about the program
- Publicly available, known, and easy to find

One Possible Structure of a Mission Statement for an Academic Program

“The mission of NJIT’s [program title] is to [primary purpose] by [primary functions & activities] to/for [program’s stakeholders]. [Optional clarification statement.]”

- If needed, additional clarification can be provided in a following sentence, so long as the full mission statement remains clear and concise.

An Example of an Academic Program Mission Statement

“The mission of NJIT’s MS in Measurement and Assessment in Higher Education is to prepare students for work in institutions of higher education with a focus on educational assessment and continuous improvement by providing them with skills and experience in data collection, management, processing, analysis, and reporting. These will be applied through the design, implementation, assessment, and revision of an educational assessment system as well as through the research, writing, and defense of a thesis.”

Writing Your Mission Statement

A Process for Academic Programs

Drafting your Mission Statement

Answer the following questions in collaboration with program faculty and stakeholders. Then, draft your mission statement. Examples are provided below based on the mock example above.

1. What is the program's primary purpose?
To prepare students to conduct assessment for continuous improvement in higher ed.
2. What are the primary functions and activities of the program for achieving its purpose?
Instruction in the areas of data collection, management, processing, analysis, and reporting
3. Who are the program's stakeholders?
Students, Institutions of Higher Education

Reviewing your Draft Mission Statement

Once you have drafted your mission statement, you can use the following questions to review and refine.

1. Does the mission statement align clearly to the missions of the University, College, and Department?
2. Does it highlight what is unique about the program?
3. Is it focused on student learning?
4. Is the mission realistic and achievable?
5. Is the mission statement written clearly and concisely with a general audience in mind?