

How to Write a Program Mission Statement

Mission Statement of the Program

The *Program Mission Statement* is a concise statement of the general values and principles that guide the program, describe the community the program is designed to serve, and define its standards. Accrediting bodies expect program mission statements to be aligned with the mission statements of the institution, school/division, and department.

A Program Mission Statement:

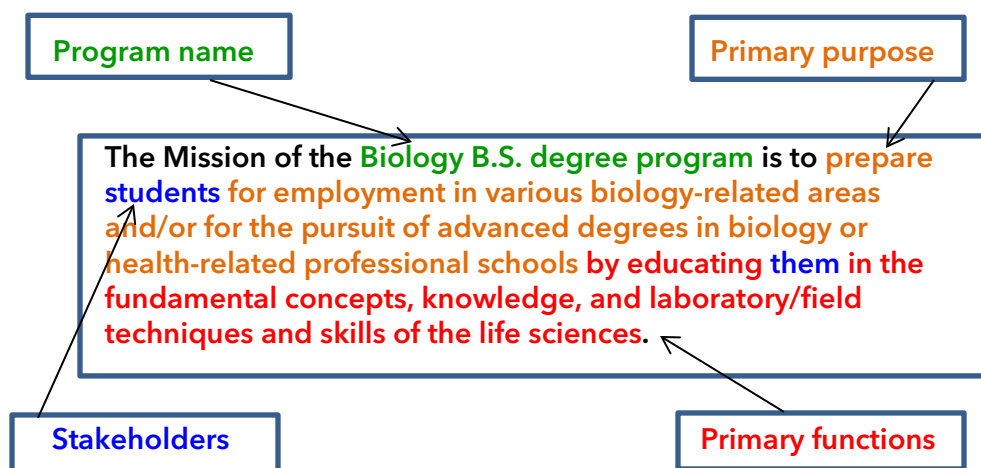
- Is a broad statement of *what the program or unit is, what it does, and for whom*.
- Is a clear description of the *purpose* of the program or unit.
- Reflects how the program contributes to the education and careers of students graduating from the program or how the unit supports its stakeholders.
- May reflect how the teaching, research and/or support efforts enhance the student experience
- Should be distinctive for the program or unit.
- Explicitly promotes the alignment of the program with college, school/division, and department missions.

Structure of a Program Mission Statement

"The mission of (**name of your program or unit**) is to (**your primary purpose**) by providing (**your primary functions or activities**) to (**your stakeholders**)." (**Additional clarifying statements**)

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

Sample Program Mission Statement



Another simple format:

The _____ (organization) will _____ (for) _____ (by) _____.

This tells *who* the organization is, *what* it intends to do, for *whom* it intends to do it, and *by what means* (how).