Hello everyone! My name is Leslie Collins, and I am the Senior Director for Institutional Planning in the Office of Institutional Planning and Assessment here at the Texas Tech University Health Sciences Center. This presentation is the first in a series of Weave training sessions.

In this particular presentation, we will be discussing how to write an effective mission statement, which is a completion requirement of your Weave plan. It is important to start at the top, and take the time to create a worthwhile mission statement. Everything else in your Weave plan will stem from this statement, because if written correctly, the mission statement will capture the essence of your program or department.

The main resource I used to develop this presentation is a document entitled “How to Write a Program Mission Statement” from the University of Connecticut. This reference and link can be found at the end of the presentation.

So, let’s get started!
So what is a mission statement? A mission statement is a brief statement of the general values and principles which guide the program curriculum and/or department goals.

- Sets a tone and a philosophical position from which objectives are developed.
- Communicates the overall purpose.
- Distinguishes the program or department from similar areas.
- Aligns clearly with the mission of TTUHSC.

If you are affiliated with an Academic Program, your mission statement may be slightly different than an Administrative Unit. However, there are several standard items that all mission statements should include.

A mission statement sets a tone and a philosophical position from which objectives are developed. It communicates the overall purpose of a program or department. It distinguishes the program or department from similar areas, and it aligns clearly with the mission of TTUHSC.

It is also important to note that a Mission Statement is different than a Vision Statement. A Vision Statement looks to the future, where a Mission Statement is focused on what you are doing right now.
As previously stated, the Mission of each Program or Department should align clearly with the mission of the Institution. Each school has their own Mission Statement, and many departments do as well.

Accrediting bodies expect that Program or Department Mission Statements are in harmony with Mission Statements of the Institution and School. Therefore, a good starting point is to consider how the mission of the Program or Department supports or compliments the larger mission and goals of the Institution and School.
Here are four essential questions your mission statement must answer:

- **Who are we?**
- **What do we do?**
- **Why do we do it?**
- **For whom do we do it?**

What do I mean by:

*Who are we?* -- It’s as simple as it sounds. State the name of your program or department (i.e. “The mission of TTUHSC is ______”). Avoid vague pronouns like “Our mission is...”

*What do we do?* – This includes the primary functions or activities of the unit. Here, you will illustrate the most important functions, operations, outcomes, and/or offerings of the program or department.

*Why do we do it?* – The purpose of the program or department. Should include the primary reasons why you perform your major activities or operations.

*For whom do we do it?* – These are the stakeholders of your program or department. This is a term used in the business world, but is very much applicable here. The stakeholders are groups or individuals that participate in the program and those that will benefit from the program or department. Those of you who are writing a mission statement for an Academic Program, your stakeholders will most likely be your students.
This is what your mission statement can look like when you take those four questions, and put them in sentence form. This is a good example of a structure you can follow.

It is important to note that your mission statement doesn’t have to look like this. The different pieces may vary.

**Note:** The order of the pieces of the mission statement may vary from the above structure.
Here is an example of an Academic Program’s mission statement.

The mission of the [Department of Pediatric Dentistry] at the XYZ School of Dentistry is to educate [students] in childhood growth and development as it relates to oral health in order to produce competent and compassionate dental professionals.
Here is an example of an Administrative Unit’s mission statement. This is the actual mission statement from our office, here in the Office of Institutional Planning and Assessment.
Once you have written a draft of your mission statement, this checklist is a good resource for you to look at to ensure you have all of the elements that you need.
I want to thank everyone for watching! Please contact me any time if you have a question regarding how to develop a mission statement for your program or department. Many additional Weave resources can be found on the OIPA website. Thank you for joining!