

Worksheets for Developing Mission and Vision Statements

Directions: Please use the following worksheets to generate a Mission or Vision Statement for your unit. You will need to work with your team to brainstorm for ideas, using questions laid out in the worksheet to prompt discussion. After you have ideas, you can then synthesize these ideas and weave them into a Mission or Vision Statement.

Worksheet for Developing a Mission Statement

What are the primary functions and activities that your unit performs?	Why do you perform these activities/What's the purpose of your unit?	For whom does the unit conduct the activities?

Integrate the above information and compose a Mission Statement:



Research and
Institutional Effectiveness

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Worksheet for Developing a Vision Statement

What would you like your unit to become? (the best in ...or a leader in ... or nationally recognized for...)	What would you like your unit to strive for? (What reputation? What level of excellence?)	What would you like your unit to look like in the future?

Integrate the above information and compose a Vision Statement: