

Worksheet for Reviewing and Evaluating Mission Statements

Date of Review: _____

Unit: _____

Participants:

Date Existing Mission was Last Reviewed/Created: _____

The following checklist should be used to determine if the mission statement is effective and defines clearly the mission of the unit.

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|--|-----|--------------------------|----|--------------------------|
| 1. Is the mission statement brief and memorable? | Yes | <input type="checkbox"/> | No | <input type="checkbox"/> |
| 2. Is it distinctive? If the unit name was absent, could one determine the unit otherwise? | Yes | <input type="checkbox"/> | No | <input type="checkbox"/> |
| 3. Does it state clearly the purpose of the program or unit? | Yes | <input type="checkbox"/> | No | <input type="checkbox"/> |
| 4. Does it indicate the primary functions or activities of the unit/program? | Yes | <input type="checkbox"/> | No | <input type="checkbox"/> |
| 5. Does it acknowledge stakeholders? | Yes | <input type="checkbox"/> | No | <input type="checkbox"/> |
| 6. Does it support clearly the presiding unit's mission as well as the University mission? | Yes | <input type="checkbox"/> | No | <input type="checkbox"/> |

No to any of the above questions indicates the mission may need to be revised.

Consider answering the following questions in a single concise statement.

What does the unit do? What are the primary functions and activities?
Why do you do these activities? What is the purpose of the Unit?
For whom does the unit conduct the activities?

Use this format as a basis when writing your statement:

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