



## HOW TO CREATE A MISSION STATEMENT

### WHAT IS A MISSION STATEMENT?

A mission statement is a clear, concise, and meaningful one- or two-sentence phrase that explains what the program or department does, how it does it, and why.

*The mission of Ozarks Technical Community College is to provide accessible, high quality, and affordable learning opportunities that transform lives and strengthen the communities we serve.*

### WHAT DOES A GOOD MISSION STATEMENT ACHIEVE?

A good mission statement aligns the team with a unified purpose and provides the framework for how your program or department works.

### HOW DO WE WRITE A GOOD MISSION STATEMENT?

#### Step #1 – Gather your team for a brainstorming session.

- Start with these prompts:
  - What is the core purpose of our program or department?
  - How do we achieve our purpose?
  - Who do we primarily serve? Students? Faculty? Staff?
  - What is a core value our program or department emulates?

*Ozarks Technical Community College Core Values:*

<i>Student-Centered</i>	<i>Inclusive</i>	<i>Data-Informed</i>
<i>Innovative</i>	<i>Community-Focused</i>	<i>Ethical</i>

- Items to Consider:
  - When working to develop a mission statement, think long-term (5-10 years).
  - A good mission statement is short and memorable. It should be easy for your team to remember and repeat.
  - A good mission statement should be specific, but also motivate your team by showing the higher goals you aspire to achieve.

#### Step #2 – Begin crafting your mission statement.

- Once you have identified your core purpose and how you achieve it, who you primarily serve, and core values you emulate, you can begin crafting your mission statement.
- The following prompts may be helpful when crafting your mission statement:
  - The mission of [Program or Department Name] is to [core purpose] through [unique approach or method] to [achieve what result] for [target audience].
  - [Program or Department Name] exists to [what it does/its function] by [how it does this], aiming to [desired outcome/impact] for [target audience].
  - [Program or Department Name] champions [purpose] by [method of delivery], to ensure [outcome] for [target audience].
  - [Program or Department Name] is dedicated to [key function or role]. Through [key methods or approaches], we strive to [intended impact or outcome] for [target audience or community].



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**Step #3 – Ask for feedback on your mission statement from others outside your program or department.**

- Their objective opinion may give insight that you had not considered before.

### **YOU HAVE A MISSION STATEMENT – NOW WHAT DO YOU DO?**

- You LIVE it.
- Make sure the mission statement is on your website and a part of new-hiring documentation.
- Practice it daily.
- Review it regularly.

### **WHAT ARE SOME ADDITIONAL RESOURCES?**

<https://www.masterclass.com/articles/how-to-write-an-effective-mission-statement-in-3-steps>

<https://www.indeed.com/career-advice/career-development/how-to-write-mission-statement>

<https://www.wordstream.com/blog/ws/2021/07/02/how-to-write-a-business-mission-statement>