

## Developing a Mission Statement Institutional Assessment, Planning, and Effectiveness Texas Southern University

A Mission Statement is a brief statement that describes the general values and principles that guide a unit/department. It should set the tone for the department/unit and communicate the overall purpose. The mission statement should align with the university's goals and mission.

A mission statement must answer four important questions: who are we, what do we do, why do we do it, and for whom do we do it?

- **Who are we** is simply stating the name of your unit/department.
- **What do we do** includes a description of the unit/department's most primary functions or activities.
- **Why we do it** describes the reasons why you perform major functions or activities. Describe the purpose of the unit/department.
- **For whom do we do it** describes stakeholders, who are people that will benefit for your unit/department.

### Mission Statement

The mission of **<the name of your unit/department>** is to **<your primary purpose(s)>** by providing **<your major functions or activities>** to **<your stakeholders>**.

Example: The **University Academic Advising Center** is dedicated to providing **students** with access to proactive advisers who **serve as guides throughout the exploration process, collaborating with students** so they may develop as citizens and realize their academic and life goals.

Mission Statement: