



# Reviewing and Developing University Level Mission

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Narendra H. Patel, Ed.D.

*Senior Advisor to the President for Accreditation, Quality Control, Compliance and Institutional Effectiveness/SACSCOC Accreditation Liaison*



## **Review of the University Mission Statement**

Listed in the Board Bylaws, the review of B-CU mission statement is a regular expectation of the governing board as a part of board responsibility.

The Board regularly reviews and formally approves the University's mission statement by a process of involving constituents in advance of the development of each of the University's Strategic Planning cycle.

The mission statement is also reviewed under any extenuating circumstances or when any strategic event occurs that has campus-wide impact.

B-CU's mission statement was last reviewed, revised and approved by the University's Board of Trustees on October 17, 2013, prior to the development and implementation of its 2013-2018 Strategic Planning.



## **Institutional Mission Definition**

Brief statement that:

1. Identifies the major purpose of the institution;
2. Describes its reason for being;
3. Provides guidance to the institution community; and
4. Is reviewed regularly by the institution community and the board



## Mission Preamble

Founded on faith by Mary McLeod Bethune in 1904, Bethune-Cookman University (B-CU) was formed in 1923 as a result of a merger of two independent institutions — Daytona Educational and Industrial Training School for Negro Girls (1904) and Cookman Institute of Jacksonville (1872). B-CU is an historically black United Methodist Church-related, private liberal arts, career-oriented, coeducational and residential university offering undergraduate, graduate and certificate programs.

### Mission Statement

*The mission of Bethune-Cookman University is to develop global leaders committed to service, life-long learning and diversity by providing a faith-based environment of academic excellence and transformative experiences.*

Revised by the Board of Trustees, October 2013



## Mission Review

- ❖ A brief concise statement that articulates the purpose of your institution and the primary function or service provided to your stakeholders
- ❖ A description of what we do, with/for whom we do it, our distinctive competence, and WHY we do it (our ultimate end)
- ❖ Should align with the University's mission
  - Who we are? (why does the unit exist?)
  - What do we do? (what does the unit do?)
  - For whom do we do it? (who does the unit serve?)



## Mission Statement Checklist

- Is the mission/purpose statement clear/clearly articulated?
  - Identifies the overall purpose of the institution
  - Identifies the major stakeholders of the institution
  - Identifies stakeholder expectations, requirements, services, and products provided by the institution
- On target in today's operating environment?
- Easier for all to relate to?
  - Makes sense to someone who knows little or nothing about the institution
- Seek to achieve its purpose?
- Has the ability to illustrate its positive impact?
  - Leads to the development of performance goals, operational objectives or learning outcomes, and measures for those outcomes
- Aligns with University's programs and services?



# Mission Review Rubric

<p style="text-align: center;"><u>Mission</u></p>	<p style="text-align: center;">➔ CHECKLIST</p>	<p style="text-align: center;">SAMPLE MISSION STRUCTURE</p>	<p style="text-align: center;">CONSTRUCT YOUR MISSION</p>
<p style="text-align: center;">↓</p> <p style="text-align: center;"><b>DOES IT ADDRESS?</b></p> <ul style="list-style-type: none"> <li>• Who we are? /Why does the Univ. exist?               <ul style="list-style-type: none"> <li><input type="checkbox"/> Name of your institution</li> <li><input type="checkbox"/> Identify the overall purpose of the institution _____</li> </ul> </li> <li>• What do we do?/What does the Univ. do?               <ul style="list-style-type: none"> <li><input type="checkbox"/> Your institution’s primary purpose and formal requirements</li> <li><input type="checkbox"/> Identify stakeholder expectations, requirements, services, and products provided by the institution _____</li> </ul> </li> <li>• For whom do we do it?/Who does the Univ. serve?               <ul style="list-style-type: none"> <li><input type="checkbox"/> Reflect the needs of stakeholders or customers of your institution</li> <li><input type="checkbox"/> Identify the major stakeholders of the institution</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> <b>Teaching/Learning</b> <i>(Skills/Knowledge)</i> _____</li> <li><input type="checkbox"/> <b>Research/Scholarship</b> <i>(Discovery/Innovation)</i> _____</li> <li><input type="checkbox"/> <b>Civic Collaborative</b> <i>(Service/Partnership)</i> _____</li> <li><input type="checkbox"/> <b>Administrative Educational Support Service</b> _____</li> <li><input type="checkbox"/> <b>Diversity &amp; International Context</b></li> </ul>	<p>“The mission (of your univ. name) is to (your primary purpose) by providing (your primary functions or activities) to (your stakeholders)”</p> <p>(You may add additional clarifying statements)</p> <p><b>Note:</b> the order of the pieces of the mission statement may vary from the above structure</p>	



# Mission Review Rubric

DOES IT ADDRESS?	Teaching/Learning <i>{Skills/Knowledge}</i>	Research/Scholarship <i>{Discovery/Innovation}</i>	Community Engagement <i>{Service/Partnership}</i>	Diversity <i>{Students/Faculty}</i>	Internationalization <i>{Programs/Services}</i>
<p style="text-align: center;"><b>Mission</b></p> <ul style="list-style-type: none"> <li>• Who we are? /Why does the Univ. exist? Name of your institution</li>   <li>• What do we do?/What does the Univ. do? Your institution's primary purpose and formal requirements</li>   <li>• For whom do we do it?/Who does the Univ. serve? Reflect the needs of stakeholders or customers of your institution</li> </ul>					



# Review of a Mission Statement

The mission statement is a broad description of what we do, with/for whom we do it, our distinctive competence, and WHY we do it (our ultimate end).

Our focus is on reviewing the current (existing) mission statement in light of the emerging vision statement and if necessary revising the language. Here are some questions that can aid in the review of an already-existing mission statement:

## **Questions for a Critical Review of an Existing Mission**

1. Is the mission statement clear and on target in today's operating environment?
2. Do you have any specific questions or concerns with respect to the mission statement?
3. Does the mission statement duplicate the mission of any other school? If so, what should we do about it?
4. Considering the answers to these questions, how, if at all, should the mission statement be changed?



**QUESTIONS ???**

**THANK YOU**