

Instruction to Write Office Mission Statement and Goals

An administrative mission is an action-based statement that identifies the purpose, values, and primary functions it provides to its stakeholders. It serves as the foundation of an assessment plan, and is aligned with the mission statement and core values of both Siena College and the supervisory unit.

To write a good mission statement, the office can use a template which contains five essential elements:

- Name of the office
- The primary purpose of the office
- Primary functions or activities
- The office stakeholders
- Reference to the college or supervisory unit's mission

A simple mission statement would be: The mission of (office name) is to (primary purpose) by providing (functions or activities) to (stakeholders). These activities support Siena/supervisory unit's mission to (selected phrase from Siena/supervisory unit's mission). Once the initial mission statement is developed, you can edit it to be less formulaic. Below is an example of the Financial Aid Office at Nicholls State University with the five elements underlined.

The mission of the Office of Financial Aid is to increase opportunities for student access to and success in higher education by helping students and their families seek, obtain, and make the best use of all financial resources. Through financial literacy and guidance, we support incoming students in making a successful transition to college. Furthermore, we contribute to the University's retention efforts by providing on-going assistance to our continuing students to help make their academic endeavors attainable.

After the mission statement is developed, the office will identify the office goals that are derived from the mission statement. Having a set of written goals helps to define the office's direction and scope of operations. To develop effective goals, the office can highlight the core values and/or primary functions in the mission statement, and turn these broad concepts into action-oriented statements that describe what the office wants to achieve. The Financial Aid Office in the example above have developed some goals that can be mapped onto its mission statement.

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Goals:

- 1. Provide courteous and efficient service and financial aid support to students, faculty, administrative and auxiliary services to foster institutional effectiveness.*
- 2. Assist qualified students in meeting their educational goals through effective utilization of scholarships and dissemination of scholarship retention information.*

3. *Distribute available financial assistance to as many eligible students as possible; many of whom might otherwise be unable to attend the University.*

Note that both mission and office goals are long-term statements that communicate the core values and main characteristics of the office. They may remain the same over many years and provide a direction for the office's everyday work. Also, an office's leaders, administrators, and staff should collaborate to develop the mission statement and office goals, and to infuse them into the office's culture once they are established.