

## Topic: Creating an Academic Program Mission Statement\*

### Introduction

Each academic program at Virginia Tech should have a well-defined mission statement that serves as the foundation for the program's assessment plan. The mission statement should clearly articulate to faculty, staff, students, and other stakeholders what the program is trying to accomplish. Mission statements should be revisited over time as the curriculum and program directives change.

### What Is an Academic Program Mission Statement?

A mission statement is a concise statement about the values and purposes of an academic program. A strong mission statement:

- Serves as a foundation for the program's goals and outcomes
- Aligns with the mission of the university and the program's respective academic college
- Is program-specific
- Is created by and represents the vision of program faculty

### What Should an Academic Program Mission Statement Include?

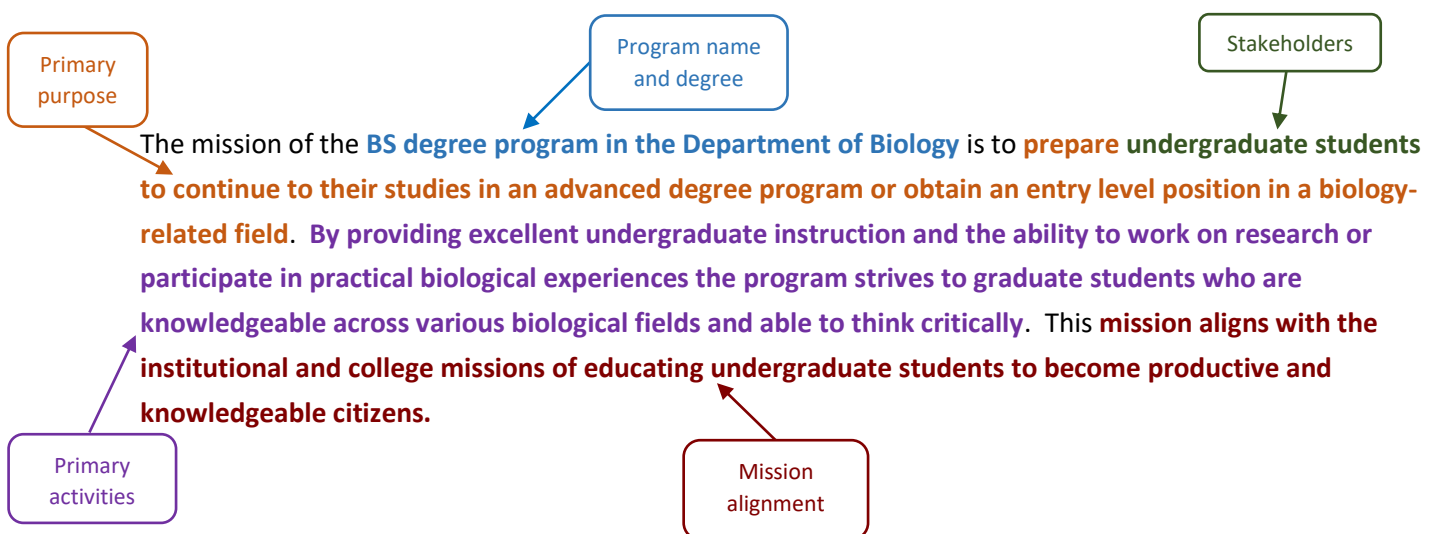
Components of a program mission statement include:

- Program name and degree
- Purpose of the program
- Primary functions or activities of the program
- Program stakeholders

### Academic Program Mission Statement Structure

The order in which mission statement components are presented can vary, but one example of a mission statement structure is: "The mission of (name of your program) is to (your primary purpose) by providing (your primary functions or activities) to (your stakeholders)." This can then be clarified with additional statements.

### Example Academic Program Mission Statement



**Contact:** If you need assistance or have questions regarding assessment, please visit the Institutional Effectiveness website at <https://aie.vt.edu/institutional-effectiveness.html>.

\*This handout is adapted from:

<https://assessment.uconn.edu/wp-content/uploads/sites/1804/2016/06/HowToWriteMission.pdf>