

Mission, Goals and Outcomes

Mission¹

Mission is a broad clear and concise statement that defines the sole purpose/functions of the unit. It states what the unit is, what it does, and who it serves and why. Mission statements align with mission of the institution and are unique in terms of the offerings, values and roles of the unit.

Checklist to consider when writing, revising or reviewing mission statements:

- Unit is identified (*we are ___*)
- Functions/services are broadly identified (*we do this ___ because ___*)
- Concerned stakeholders are clearly defined (*we do this for ___*)
- Alignment with the mission of the institution is stated

Revisit the responsibilities assigned when the unit was formed to further review and update on how the unit may have evolved over the years and the overall purpose. Review missions of similar units in other institutions.

Goals¹

Goals are derived from the unit mission; they describe how the unit accomplishes its mission. Goals define functions of the unit and align with the strategic goals and initiatives of the institution. Goals can be about students or administrative/operational depending on the nature of the unit. Student goals can relate to student learning (academic/personal development) or support of student experience. Operational goals support the unit (efficiency, effectiveness, impact, etc.).

Checklist to consider when writing, revising or reviewing goals:

- Goals are derived from the mission
- State what the unit does, functions/role and how
- Focus on delivery of information or services
- Aligns with the institution strategic goals and initiatives

Review existing materials such as unit brochures/catalogues, bulletin,, college strategic goals and initiatives, relevant rules and regulations that a unit must comply with such as federal, state or agency requirements, and discussion with internal staff members on services offered may also stimulate and gather information.

Outcomes

Outcomes are derived from the goals; they describe the expected result of a goal in measurable terms. Each goal may have multiple outcomes; recommendations are no more than four outcomes per goal. There can be Support Outcomes or Student Learning Outcomes based on the unit functions and goals. Outcomes may evolve over time and should be reviewed regularly.

Support Outcomes (SOs): are operational outcomes that are specific measurable statements that specify how the unit expects to perform and/or deliver the information/services.

Student Learning Outcomes (SLOs): are measurable statements of the expected knowledge, skills values and dispositions that students are expected to attain as a result of the learning experience.

Checklist to consider when writing, revising or reviewing outcomes:

- Identify the type of outcome, SO or SLO or both
- Outcomes are derived from goals
- Outcomes are measurable and less broad than the goals
- SLOs are student focused; describe effect of the unit on student learning ([*Bloom's Taxonomy, Cognitive Dimension*](#))
- SOs are about the delivery of services, functions, activities or processes ([*Shults Dorime Williams Support Outcomes Taxonomy verb wheel*](#))

¹ Mission and goals should be published and visible to all.