



# Mission Statement

Have you recently formed a new student group?

Has your organization gone through multiple changes and reconstructions?

Does your organization want to clarify its purpose?

One of the first and foremost responsibilities of a team in either of these situations is to develop and clarify the team's mission. A Mission Statement should be 2-3 sentences long and identify the purpose of the organization.

It should look to the future and contain language that is action oriented. Without an understanding of the team's responsibilities and limits, it will be impossible to set goals, develop a team identity, and stay motivated and productive. Here are some helpful tips and questions to guide you in the process.

## Creating a Mission Statement

Before attending the meeting at which your organization will be writing and creating the mission statement, take some time to think about your answers to these questions and make some short lists to outline your responses:

- What is it as an organization that we hope to accomplish this year? What are our goals?
- What do I personally hope to accomplish this year as a part of this organization?
- Do we have a target audience? If so, who is it?
- What qualities do I expect my peers and leaders in this organization to exhibit?
- What ideals do I want this organization to represent?

Once you have thought about and answered these questions you will be much more prepared to enter the group conversation regarding the organization's mission statement. The questions will help direct you to the values that you want this organization to exhibit and the impact you want it to have on campus. You will feel more confident to give input since it will be well thought out, and you may also be able to pose these questions to the group to help direct the group-thought process. Be aware and listen to all voices through this process—the Mission should reflect the groups values, not one individual's.

Once these big picture questions are taken care of, you will be able to evaluate the mission statement you create with the other questions listed on this page.

## Questions to Ponder....

*After your Mission Statement is drafted, make sure you can comfortably answer "yes" to the following questions:*

- Is the statement *clear* and *to the point*?
- Is it *memorable* enough for a team member to tell it to someone outside of the team?
- Is it *inspiring*?
- Does it make you really want to stretch to *achieve* it?
- Does it fit the *organization's needs*?
- Is every member of the group able to *support* it and *live* it in their every day work within the group?

"Today's preparation determines tomorrow's achievement."  
--Unknown



# Quick Tips

## An effective Mission Statement *SHOULD...*

- ...state who your group is, what you do, what you stand for and why you do it.
- ...be developed with input from all members of your organization
- ...be no more than 3-4 sentences long so that anyone connected to the organization can readily repeat it, and anyone not connected can easily understand it.
- ...avoid saying how great you are, what great quality and what great service you provide.
- ...be written with dynamic and inspirational language that convinces readers and catches their attention.
- ...be believed by everyone in your organization.
- ...be motivational.

## An effective Mission Statement *SHOULD NOT...*

- ...restate a description of your organization.
- ...be monotonous or redundant.
- ...be so lengthy so that the point being lost.
- ...claim something that is untrue of the organization or its members.
- ...be the thoughts and beliefs of only one or a few dominant group members.
- ...be unbelievable to those inside or outside of the organization.
- ...fake emotion.

## *Pieces of Leadership* brochures are available on the following topics:

Budgeting  
Communication  
Conflict Resolution  
Delegation  
Facilitation  
Goal Setting  
Group Dynamics  
Ice Breakers/Team Builders  
Mission Statements  
Motivation  
Officer Transition  
Peer Supervision  
Program Planning  
Qualities of a Good Leader  
Running a Good Meeting  
Stress Management  
Time Management  
Wellness

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*The information provided in this brochure  
was adapted from:*

The Wesleyan University Staff Goal Setting  
Objectives  
&  
“The Big Book of Leadership Games” by  
Vasudha K. Deming

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For more information on the topics  
listed above or to access the  
resources in our  
Leadership Library,  
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### Office of Student Activities and Leadership Development

Located on the  
First Floor of the  
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*Tips for the Wesleyan Leader*

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*Building your Leadership  
one piece at a time...*