

Mission Statements, Goals and Outcomes



Summer 2022 Working Sessions

Warm-Up: Think-Pair-Share

- Take a minute to think about your answer to one of these questions (whichever feels best to you!)
 - How do you describe your job to your friends or family?
 - What does an average day or week look like for you at work?
 - What do you do at your job that makes you feel most fulfilled?
- Then, share your answer with a partner (NOT your team member!)

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Now think about your unit

- Take 5 minutes to do Page 1 of the handout– Identifying Your Unit's Mission.
- Then, share your responses with a partner.
- If you have a mission, compare the mission to what you have written.



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What is a Mission Statement?

A brief, snappy description of your unit explaining to outside audiences:

- **Who** you are– Unit, groups, or individuals that participate in the unit
- **What** you do - Purpose of the program or unit and primary reasons why you perform your major activities or operations.
- **How** you do it - Primary functions or activities of the program or unit or services it provides.
- **And with whom** –Who uses or benefits from your services

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Example:

"The mission of (name of your program or unit) is to (your primary purpose) by providing (your primary functions or activities) to (your stakeholders)." (Additional clarifying statements).

"Learning Communities are intentionally designed to support the Colleges' mission to deliver meaningful learning experiences that promote student success and close equity gaps. Learning Communities emphasize curriculum integration, usually around a common theme, across "linked" courses that share a common cohort of students, and seek to prioritize the building of community among students, faculty, advisors and staff."

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Focus on Alignment



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Tips for Writing a Mission Statement

- Do some research
- Borrow language from your Division's mission statement.
- Write for the people you want to be reaching. Ask yourself: If someone needs our services, will they be able to tell by reading our mission statement?
- Keep it short! You can flesh it out more in your goals.

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Understanding and Writing Goals

- **Goals** are meant to give more information about how the unit achieves its mission.
- They are the connective tissue that holds together all the work and the decisions your unit makes
- They stem from the unit mission statement but are also aligned with the College's mission and strategic plan.

Sample Goal: "Help students make connections to the College (faculty, advisors, and campus resources) through Learning Communities"

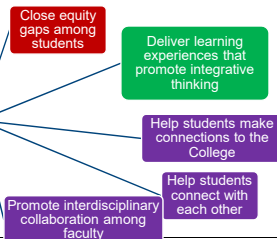
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Alignment of Goals to Mission

Unit Mission:

Kingsborough's **Learning Communities** [...] deliver meaningful learning experiences that promote student success and **close equity gaps**. Learning Communities **emphasize curriculum integration**, usually around a common theme, across "linked" courses that share a common cohort of students, and seek to prioritize the building of community among students, faculty, advisors and staff.

Unit Goals:



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Depending on your unit, goals might be about:

- **Process:** What goals do you have for the quality of the work you do?
 - "Provide reliable fiscal guidance and accurate and timely account information to students." (Bursar's office)
- **Outcomes:** What impact do you want your unit to have on the knowledge, skills, attitudes/values of the people you serve?
 - "Support financial wellness through the Budgeting 101 workshops" (Academic Resource Center)
- **Satisfaction:** How satisfied are people with the services you provide?
 - "Ensure customer satisfaction with all Print Shop Services." (Print Shop)

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Now think about your unit

- Take 5 minutes to do Page 2 of the handout- Identifying Your Unit's Goals.
- Then, share your responses with a partner.
- If you have goals for your unit, compare the goals to what you have written.



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Tips for Writing Goals

- Focus on broad outcomes rather than specifics
 - "Implement Anthology assessment management platform" → "Leverage technology to assist in the managing assessment projects"
- Think about how each goal aligns with the mission and the College's Strategic Plan
- Start thinking about assessment now- what does meeting this goal look like? How can you measure it? (We'll come back to this in a minute)
- Stick with 3-5 goals. Trust me on this one.

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Next steps: Achieving Your Goals

- Once you've got your goals:
 - 1) How will you work toward meeting each one? (*Strategies*)
 - 2) What do you want to achieve? (*Objectives*)
 - 3) How will you know when you've achieved it? (*Assessments*)



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Example

- I'm opening a restaurant.
- My mission: *To provide my customers with a superb dining experience by offering them a diverse menu of tasty, healthy meals made from locally-sourced ingredients and a friendly, well-polished dining experience.*



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Strategies

- What will you do to work toward this goal?
 - "Create a diverse menu of healthy meals" → "Develop a wide variety of dishes"



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Objectives

- This is your outcome. What are you aiming for?
- "Maintain at least 6 main course options on the menu at all times throughout the year"



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Objectives Examples

Process

- "Accounting office will reduce vendor statement processing time from 7 to 4 hours."
- "Registrar's office will shorten response time for transcript requests from 7 to 4 days."

Outcome

- "80% of graduates seeking employment will have the ability to write an acceptable career resume."
- "75% of students seeking summer internship opportunities will be able to access and use online experimental learning search tool provided by Career Center."

Satisfaction

- "Increase student satisfaction with the overall online registration process from 70% to 80% by AY 2023."
- "80% of graduates using Career Center will be satisfied with their job advisement services."

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Assessments

- How will you determine whether you have met your objectives?
 - What data do you need to collect?
 - What data might already be available?
- To be continued!



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