

Rubric for Evaluating Mission Statements

Start by checking your mission statement against this rubric. How well does the mission communicate each of the following:

	Not Present (0)	Emerging (1)	Developing (2)	Highly Developed (3)
Purpose	The purpose of the office/unit is not present.	The purpose of the office/program is present but not fully developed.	The purpose of the office/program is stated but it lacks clarity or does not include the primary functions or activities of the office/program.	The purpose of the office/program is clearly stated and it indicates primary functions or activities of the office/program.
Function of Department	The functions performed by the unit are not given.	The functions are explained only in a vague or unclear way.	The statement may provide a few examples of functions or activities of the unit that explain how the unit achieves its purpose, but it is incomplete or unclear.	The statement provides a clear and complete explanation of the activities it carries out to achieve its mission.
Population Served	The population served is not identified.	The population served by the unit is mentioned but only in a vague or unclear way.	The population/ audience/clientele served is generally but not clearly identified.	The population/ audience/clientele served is clearly identified.

If your mission statement scores at least a 7 out of 9, and you give yourself at least a 2 on each criterion, your mission statement contains all the necessary information.

Then, consider the following:

1. Is it written in such a way that people outside the unit can understand what the purpose of the unit is?
2. If a student (or other person served by the unit) needed the services this unit offers, would they know by reading the mission statement that they were in the right place?
3. Does it align with the mission of the College? The Division?

If the answer to any of these questions is no, you may want to consider revising your mission statement.