

Mission Statement

A mission is a short comprehensive statement of the reason for the organization's existence. It succinctly identifies what an organization does (or should do) and its population base.

Components of a mission statement

- Specifies target populations
- Identifies principal services delivered
- Specific geographic domain
- Expresses commitment to specific values

Mission Statement Development

Using sticky notes, in pairs fill in a phrase or 2 answering each of the following:

1. What your organization (agency/division/department/unit) does: "BCOER Librarians" (verb) (adjective and noun) and (adjective and noun)

Example:

BCOER Librarians provide advocacy resources and open education strategies for libraries

2. What are the results to/for your customers, organization or others:
Resulting in (noun benefit) "for" (first constituency) and (noun benefit) "for" (second constituency)

Example:

Resulting in adoption of open education practices benefitting students and instructors

3. What are the underlying values or beliefs upon which the above is made:
[Based on a foundation of (value # 1) and (value # 2).

Example:

Based on a foundation of collaboration and commitment to the library community



Items Needs

- Sticky notes
- Flip chart paper
- Voting dots (9 per person)

Step 1

Complete Mission Statement Development activity.

Step 2

Create a chart/white erase board with following categories:

- What your organization does:
- What are the results:
- What are the underlying values:

Each person puts their sticky notes in the categories.

Using voting dots, each person votes for their top three statements in each category.

Gather the top 3 ranked items for each category. These will be the basis of the mission statement.

Step 3

In small groups, write a statement that captures the best ideas. Try to keep it less than 25 words!