Mission Workshop #1

Agenda:

- Why a mission?
- Anatomy of a mission
- The Mission is my Friend
- Test-driving a mission
- Shareholders and Scheduling
Mission
Why a mission?

Because…

► SACS says so!
► the Coordinating Board LOVES it
► it focuses our efforts
► it gives us daily guidance
► provides an explanation…
  ▪ to students
  ▪ to parents
  ▪ to accreditors
  ▪ to fund agencies
Anatomy of a mission

What is a good mission?

- A statement describing WHO we are and WHAT we want to do.
- Based on what we can prove we are good at.
- Is clear and memorable
- Serves as a roadmap
  - Gets us where we want to go!
Anatomy of a mission II

A specific structure

- Mission → Goals → Objectives
- Increasing specificity
- Increasingly measurable
- Increasingly flexible
- Strategic to Tactical (broad to narrow)
- University to College to Department to classroom
Anatomy of a mission III

The end justifies the means...

- Learning Outcomes on every Syllabus
- Must be measurable
- Must relate to departmental mission
  - Which must derive from college mission
  - Which must derive from University mission
- Let’s talk about reality...
  - “Students will produce a 5,000 page term paper to be accepted by a major literary publisher...”
The Mission is my Friend

Crazy-Jokes.com
The Mission is my Friend

The Culture of Assessment

►► Realistic, yes, but…
►► Use Creative Failure
►► Got a goal you cannot reach? The 4 F’s
  ▪ Formulate the goal
  ▪ Fail
  ▪ Find out why you failed
  ▪ Fix it!
►► This is the essence of the Culture of assessment
Test Drive

How does this fit?

► 100% buy-in (college-level)
► Mission must also produce College Goals
► Which must produce College Objectives
► Must support departmental missions
Shareholders & Sked

All departments

- Responsible parties?
- Expect multiple drafts
- Final statements
- Due by December 4th
- Pay more attention to Strategic Plan than University Mission.
Copies?

http://www.angelo.edu/dept/sciences/missionworkshop1.pdf