Creating the Mission Statement and Unit Goals

A unit’s mission statement should:
• Identify the unit’s purpose.
• Reflect how the unit supports a student learning environment.
• Be distinctive.
• Articulate the essential functions/activities of the unit.
• Identify the primary stakeholders of the unit.
• Align with LBCC’s mission.

How to Get Started on Creating or Revising Unit Mission Statements:
• Meet with your unit to discuss and gain consensus on your unit mission.
• If your unit comprises multiple functional areas, make sure each is represented when you meet.
• Discuss the purpose of your unit’s mission.
  o What are the primary functions or activities of your unit?
  o Who are the stakeholders?
  o Who do you provide services to and/or who benefits from the services?

A unit’s goals should:
• Be general statements that describe the department’s strategic direction.
• Represent coordinated efforts of intended improvements for the department’s processes.
• Reflective of long-term priorities.
• Reflective of what the department plans to do.
• Be representative of staff aspirations for the program.
• Be primarily utilized for general planning.

How to Get Started on Creating or Revising Unit Goals:
• Think about what the program or office is striving toward.
• A goal should include what the unit wants to improve in the next three to five years.
• There should be no more than five goals for a service unit.
• Meet with your unit to discuss and gain consensus on your unit goals.
• If your unit comprises multiple functional areas, make sure each is represented when you meet.
• If you are revising unit goals:
  o Consider how far have you come to achieving these goals.
  o Consider whether or not these goals are still relevant.
  o Decide which goals your unit will retain or refine.
  o Decide if the unit wants to create any new goals.