

## Rubric for Evaluating Mission Statements

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

	<b>Not Present (0)</b>	<b>Emerging (1)</b>	<b>Developing (2)</b>	<b>Highly Developed (3)</b>
<b>Purpose</b>	The purpose of the office/unit is not present.	The purpose of the office/program is present but not fully developed.  The functions are explained only in a vague or unclear way.	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 statement may provide	The purpose of the office/program/unit are not given.

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.