Mission and Goals

A Mission Statement communicates the overarching purpose of the degree program.

A well-written Mission Statement includes a brief statement of the general values and principles which guide the program curriculum and is specific to the degree program/major (as opposed to the department). The mission statement sets the foundation for the program’s overall direction, position, objectives and goals. The Mission Statement (and goals, if included), should answer the following questions:

1. What is the degree program name?
2. What is the educational purpose of the program?
3. What is the primary function of the program?
4. What are the primary activities or learning experiences provided by the program?
5. Does the mission implicitly or explicitly align the program with the mission of the department, college, and university?

If including Goals:

1. Do the Goals flow from and align with the Mission Statement?

Meets Standard Criteria:

Mission and goals are clear statements of the broad aspects covered within the major; mission is aligned with the college mission and the university mission; goals are aligned with mission.

Format:

The mission of the (1. degree program name) is to (2. educational purpose) in order to (3. primary function). The program seeks to (4. primary activities or learning experiences).

Example 1: Undergraduate

1. Degree Program Name
2. Educational Purpose
3. Primary Function
4. Primary activities or learning experiences
5. Alignment with department, college, and University missions
Example 2: Graduate

The mission of the [1] Masters of Science in Special Education in the Darden College of Education is to [5] prepare teachers and leaders to educate students with special needs in the K-12 school systems. [2]

The focus of the program is the acquisition of knowledge, skills, and dispositions necessary for effective practice in [3] research, teaching, and service in the areas of services for young children and families, school readiness, at-risk and special needs populations, and developmentally appropriate practices for children ages 5 thru 18, with and without disabilities.

Example 3: Certificate

[5] In keeping with the Darden College of Education theme of preparing professional educators, the [1] Autism Certificate Program has identified the following mission statement. The program is designed [2] to prepare professional educators to implement research-based methods and procedures [3] to deliver high-quality academic and nonacademic instruction to students with autism spectrum disorder and to maintain lifelong professional development.

For more information, please contact the Office of Institutional Effectiveness and Assessment

http://www.odu.edu/assessment
assess@odu.edu
(757) 683-3322