**Mission and Vision Examples**

**Mission components:**

**• who we are • who we serve • how we serve • what we do for those we serve •**

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| --- | --- | --- |
| Syracuse University | Mission:  As a university with the capacity to attract and engage the best scholars from around the world, yet small enough to support a personalized and academically rigorous student experience, Syracuse University faculty and staff support student success by:   * Encouraging global study, experiential learning, interdisciplinary scholarship, creativity, and entrepreneurial endeavors * Balancing professional studies with an intensive liberal arts education * Fostering a richly diverse and inclusive community of learning and opportunity * Promoting a culture of innovation and discovery * Supporting faculty, staff, and student collaboration in creative activity and research that address emerging opportunities and societal needs * Maintaining pride in our location and history as a place of access, engagement, innovation, and impact | Vision:  To be a pre-eminent and inclusive student-focused research university, preparing engaged citizens, scholars, and leaders for participation in a changing global society. |
| Stanford University | Mission:  Extend the frontier of knowledge and solve real-world problems, to prepare students to think broadly and critically and to contribute to the world, and to use Stanford’s strengths to benefit the region, nation and world. | Vision:  Fueled by optimism, ingenuity and a sense of responsibility, we seek to accelerate our purposeful impact in the world. |
| University of Richmond | Mission:  Educate in an academically challenging, intellectually vibrant, and collaborative community dedicated to the holistic development of students and the production of scholarly and creative work. A Richmond education prepares students for lives of purpose, thoughtful inquiry, and responsible leadership in a diverse world. | Vision:  The University will be a leader in higher education, preparing students to contribute to, and succeed in, a complex world; producing knowledge to address the world’s problems; and modeling the way that colleges and universities can effectively meet the challenges of our time. |
| NASA | Mission:  Lead an innovative and sustainable program of exploration with commercial and international partners to enable human expansion across the solar system and bring new knowledge and opportunities back to Earth. Support growth of the nation's economy in space and aeronautics, increase understanding of the universe and our place in it, work with industry to improve America's aerospace technologies and advance American leadership. | Vision:  To discover and expand knowledge for the benefit of humanity. |
| HP | Mission:  We earn customer respect and loyalty by consistently providing the highest quality and value. We achieve sufficient profit to finance growth, create value for our shareholders and achieve our corporate objectives. | Vision:  Organize the world's information and make it universally accessible and useful. |
| LinkedIn | Mission:  Connect the world’s professionals to make them more productive and successful. | Vision:  Create economic opportunity for every member of the global workforce. |
| Goodwill | Mission:  Goodwill® works to enhance the dignity and quality of life of individuals and families by strengthening communities, eliminating barriers to opportunity, and helping people in need reach their full potential through learning and the power of work. | Vision:  Every person has the opportunity to achieve his/her fullest potential and participate in and contribute to all aspects of life. |
| Bivona Child Advocacy Center | Mission:  Bivona Child Advocacy Center delivers excellence in child abuse response, healing and prevention through collaborative service, awareness, education and leadership. | Vision:  A community where all children are safe and free from abuse. |
| Facebook | Mission:  Give people the power to build community and bring the world closer together. | Vision:  Connect with friends and the world around you on Facebook. |

**Design Your Mission Statement**

1. Consider these questions and write down the answers to gain ideas for your mission statement:

* What beliefs about my organization do I hold to be true?
* What things do I truly value in my organization?
* Why does my organization exit?
* What action word is best for my organization?

2. Use the space below to write parts of your mission statement.

|  |  |  |  |
| --- | --- | --- | --- |
| Who are you? | What do you do? | Whom do you do it for? | How do you do what you do? |
|  |  |  |  |

3. Combine the parts of mission in section 2 to create a mission statement:

4. Reflect on your mission statement by considering the questions:

* Is your unit mission statement aligned with the university mission statement?
* Is your unit mission statement something you are excited about?
* Is the unit mission statement something you can be proud of?
* Is it broad enough to encompass possible future expansion plans in response to global changes?

**Reference**

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