



Mission Statements

Effective mission statements provides information that addresses four questions:

- 1) Purpose of the organization: Why do we exist?
- 2) Primary goals of the organization: What do we want to achieve?
- 3) Core stakeholders: Who do we work with and who do we serve?
- 4) Methods used to realize goals and purpose: How doe we go about realizing goals and primary purpose.

In addition, the most compelling mission statements are brief, attract attention, and inspire action. Consider our current mission statement. Using these criteria how could we update our current mission statement?

Considering the following factors, how would you rate ULL's Mission Statement?

Effectiveness

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Clearly states the purpose of the University					
Identifies the primary goals of the university					
Recognizes core stakeholders					
Defines methods it will use to realize goals and purpose.					

Compelling

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Brevity: the mission statement can be recalled easily					
Attracts attention: the mission statement is unique					
Attracts attention: the mission statement distinguishes ULL from other Universities					
Attracts Attention: the mission statement reflects our unique strengths					
Attracts attention: the mission statement refers to the University's history					
Inspires Action: moves people to act.					
Inspires action: identifies what behaviors are valued					

Vision Statements

Vision statements express an organization's aspirations and hopes for the future. It has the following characteristics:

- 1) It is based on the organizational members' values and beliefs about what their ideal organization, or in our case, University would be like.
- 2) It provides a vivid picture of the ideal university by clearly stating defining factors of success.

Considering the following factors, how would you rate ULL's vision statement?

Clearly articulates a vision for the next 5 years

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Reflects collective values					
Reflects collective aspirations					
Identifies factors for success					