Worksheet for Reviewing and Evaluating Mission Statements

Date of Review: ______________________________________________

Unit:  _______________________________________________________

Participants:  
____________________________     _____________________________

____________________________     _____________________________

Date Existing Mission was Last Reviewed/Created:  ________________

The following checklist should be used to determine if the mission statement is effective and defines clearly the mission of the unit.

1. Is the mission statement brief and memorable?         Yes  ____  No  ____
2. Is it distinctive?  If the unit name was absent, could one determine the unit otherwise?          Yes  ____  No  ____
3. Does it state clearly the purpose of the program or unit?        Yes  ____  No  ____
4. Does it indicate the primary functions or activities of the unit/program?             Yes  ____  No  ____
5. Does it acknowledge stakeholders?          Yes  ____  No  ____
6. Does it support clearly the presiding unit’s mission as well as the University mission?            Yes  ____  No  ____

No to any of the above questions indicates the mission may need to be revised.

Consider answering the following questions in a single concise statement.

What does the unit do?  What are the primary functions and activities?
Why do you do these activities?  What is the purpose of the Unit?
For whom does the unit conduct the activities?

Use this format as a basis when writing your statement:
The mission of (your unit name) is to (unit’s primary purpose) by providing (unit’s primary functions or activities) to (stakeholders).  (Additional clarifying statements).

Modified from University of Central Florida
Guidelines for Writing and Effective Mission Statement &
Checklist for Reviewing a Mission Statement