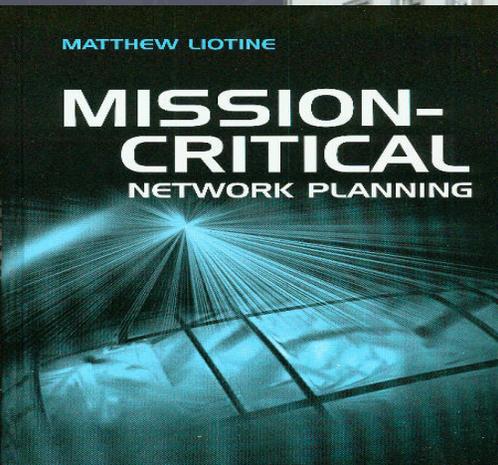


Mission Workshop #1

Agenda:

- ▶ Why a mission?
- ▶ Anatomy of a mission
- ▶ The Mission is my Friend
- ▶ Test-driving a mission
- ▶ Shareholders and Scheduling

Mission



Why a mission?

Because...

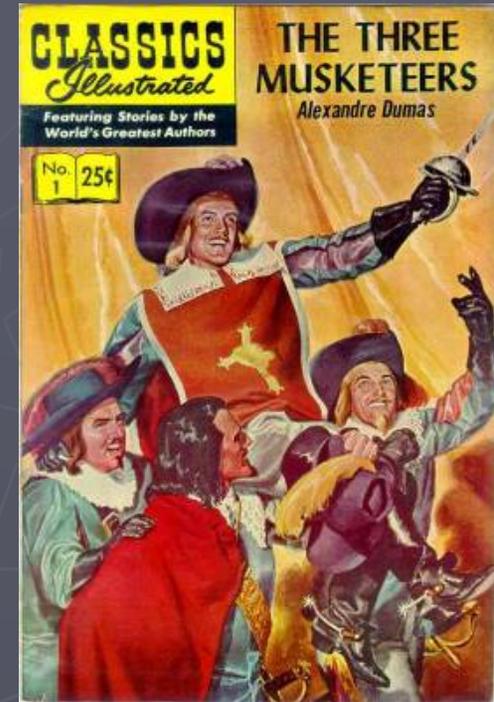
- ▶ SACS says so!
- ▶ the Coordinating Board LOVES it
- ▶ it focuses our efforts
- ▶ it gives us daily guidance
- ▶ provides an explanation...
 - to students
 - to parents
 - to accreditors
 - to fund agencies



Anatomy of a mission I

What is a good mission?

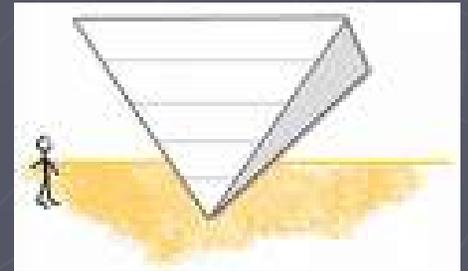
- ▶ A statement describing WHO we are and WHAT we want to do.
- ▶ Based on what we can prove we are good at.
- ▶ Is clear and memorable
- ▶ Serves as a roadmap
 - Gets us where we want to go!



Anatomy of a mission II

A specific structure

- ▶ Mission → Goals → Objectives
- ▶ Increasing specificity
- ▶ Increasingly measurable
- ▶ Increasingly flexible
- ▶ Strategic to Tactical (broad to narrow)
- ▶ University to College to Department to classroom



Anatomy of a mission III

The end justifies the means...

- ▶ Learning Outcomes on every Syllabus
- ▶ Must be measurable
- ▶ Must relate to departmental mission
 - Which must derive from college mission
 - Which must derive from University mission
- ▶ Let's talk about reality...
 - "Students will produce a 5,000 page term paper to be accepted by a major literary publisher..."



The Mission is my Friend



The Mission is my Friend

The Culture of Assessment

- ▶ Realistic, yes, but...
- ▶ Use Creative Failure
- ▶ Got a goal you cannot reach? The 4 F's
 - Formulate the goal
 - Fail
 - Find out why you failed
 - Fix it!
- ▶ This is the essence of the Culture of assessment

Test Drive

How does this fit?

- ▶ 100% buy-in (college-level)
- ▶ Mission must also produce College Goals
- ▶ Which must produce College Objectives
- ▶ Must support departmental missions

Shareholders & Sked

All departments

- ▶ Responsible parties?
- ▶ Expect multiple drafts
- ▶ Final statements
- ▶ Due by December 4th
- ▶ Pay more attention to Strategic Plan than University Mission.



Copies?

<http://www.angelo.edu/dept/sciences/missionworkshop1.pdf>

