

Vision and Mission: Creating Statements for Your Group

In order to know where you are going you need to have some direction. For organizations, a vision and a mission provide the road map to the future.

Vision statements are named appropriately, as they help individuals and groups *see* what lies ahead. And, mission statements provide the *why*, communicating to internal and external parties what the organization stands for and what its priorities are.

Does your organization have a vision? Do you have hopes for the future, dreams of what you can become? Do you know why you exist and what you offer to your campus community? If you have a vision and mission statement, the answers to these questions are at your fingertips. If not, well it's time to create them!


Creating Collaboratively

Organizational visions and missions are best created collaboratively. Simply toss out a few questions and see what the group comes up with!

- What does the group contribute to campus life? The greater community? Student life? Each group member?
- What would be missing if the group were not an active part of the community?
- What is currently missing on campus that the group could potentially enhance or add to the group's mission and service?

Vision Statements

Vision statements articulate the "dream," the "hope," and the "aspirations" your group has and how it would look if your organization made those dreams happen. Powerful vision statements communicate:



...that a vision is unique. A strong vision statement applies only to your organization, and would be difficult to transfer to others. What is different, special, and distinctive about your group on campus?

Remember This...

Trying to recruit new members? A mission statement is one of the first things that a potential new member will look for in best understanding the purpose of and opportunities offered by the organization. Keep that mission statement updated and out there!

- Why the organization exists and why the membership participates
- What the organization plans to contribute to the college community
- What success looks like for the group

Maintaining Your Mission

Consider these tips when creating or reviewing your group's mission statement:

- **Put It in Writing**—for many, only if it is written down and visible is it real. Many groups include their mission statement in their constitution.
- **Keep It Simple**—if you want people to remember it, it is vital to make it short, sweet, and to the point.
- **Stick to a Central Theme**—what is the core value or concept of your organization that you want demonstrated in your mission statement?
- **It Is an Evolution**—was your organization created overnight? Neither will your mission statement be developed. It takes time, reflection, deep thought, and involvement to create the statement that best describes to the world who you are.

Adapted from: Creating a Mission and a Vision Statement by Megan Tough, www.sideroad.com/Business_Communication/mission-and-vision-statement.html

Clear Mission Statements Communicate:

- ✓ PURPOSE – What do you want to achieve?
- ✓ PRODUCT – What do you want to do?
- ✓ PRIORITIES – What do you value?