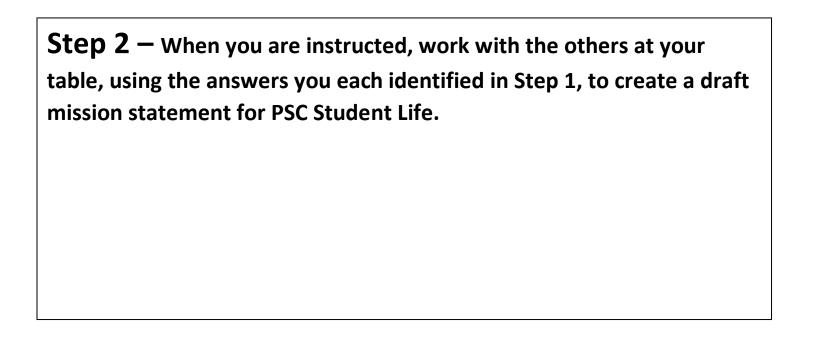
CREATING A MISSION STATEMENT

Step I — On your own, answer the following questions:

- 1. Why do we exist (PSC Student Life)? (ex: people need to eat, help students graduate, people are homeless, provide safety/protection, etc.)
- 2. What is our end result, outcome; what do we strive to create for the community? What is our purpose? (ex: provide food, support students, eliminate homelessness, safe campus, etc.)
- 3. What business are we in? What do we do to fulfill our purpose? What is the broadest way in which we can state our work? (ex: food service, teaching, providing job training, train safety cadets, etc.)
- 4. For whom do we do this work? What is our target population, our audience, our market?
- 5. Where do we do our work? What are our geographic boundaries?



Step 3 — When you are instructed, write your mission statement on your table's flipchart. Make sure you write large enough that everyone can read it.

Step 4 — The facilitator will work with the entire group to finalize a draft mission statement.

Notes -

SETTING DIVISION-WIDE GOALS

REMINDERS:

- Division-wide goals should be overarching and true for the entire division.
- These are broad concepts that are essential to the mission of the division.
- Your division-wide goals needs to be tied back into the University Strategic Plan (Pillars & Domains)

WVU - Strategic Pillars

- 1. **Education** Recruitment, Retention, K-12 Education
- 2. **Healthcare** Translational & Clinical Care, State's Health Needs, Health & Wellness
- 3. Prosperity Create One WVU, R1 Status, Transform WV Economy

WVU - Domains

- 1. **Share the Mountaineer Spirit** We will be respectful, fair, and retain our true sense of self.
- 2. **Be Curious** We will ask questions, seek new opportunities, and suggest ideas as we work toward an optimistic future.
- 3. **Be Supportive** We will support and appreciate one another as we build a teamoriented environment that is One WVU.
- 4. Be Accountable We will lead by example; striving to do our very best.
- 5. **Make a Difference** We will thrive in a culture of positive participation and partnership, thus making a difference through engagement at the University, in the state of West Virginia, and around the world.

EXAMPLE: WVU Morgantown - Student Life Goals:

- 1. Empower students for success through innovative experiences.
- 2. Inspire students through a vibrant campus life and engaged student community.
- 3. Create transformative experiences to prepare students for post-graduate success.
- 4. Pioneer programs and services that promote healthy lifestyle choices.
- 5. Champion a caring and inclusive culture where all students feel welcome.
- 6. Collaborate with campus partners to attract and retain talented and diverse students.

SETTING DIVISION-WIDE GOALS

Step 1 — On your own, make a list of 10 areas/ concepts/ philosophies you believe are focuses for PSC Student Life.

1. 6.

2. 7.

3. 8.

4. 9.

5. 10.

Step 2 — With the others at your table, narrow your list to 5 areas/concepts/ philosophies of focus for PSC Student Life.

1.

2.

3.

4.

5.

Step 3 — Select a spokesperson at your table and when called upon, share with the entire group the 5 areas/ concepts/ philosophies you have narrowed down as focuses for PSC Student Life.

Step 4 — The facilitator will work with the entire group to finalize a draft list of goals for PSC Division of Student Life.

Notes -			

PREPARATION FOR FEBRUARY SESSION -

- Take some time to think about goals for your unit for the 2017-18 academic year, and write down a few ideas that come to mind. Bring them to our February 21st session.
- Remember that a unit goal should not be a typical yearly accomplishment of your unit. It should be something you are striving to achieve or improve in the upcoming year.