

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 2 – When you are instructed, work with the others at your table, using the answers you each identified in Step 1, to create a draft mission statement for PSC Student Life.




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 team-oriented 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.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 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.