

MISSION

A Mission communicates the overarching purpose of the degree program.

A well-written Mission includes a brief statement of the general values and principles which guide the program curriculum and is specific to the degree program/major (as opposed to the department). The mission clearly articulates the educational purpose, the primary functions, and the learning experiences of the program. The Mission sets the foundation for the program's overall direction and position within the college and university.

How to Write a Mission

The Mission should address the following questions:

1. What is the degree program name?
2. What is the educational purpose of the program?
3. What is the primary function of the program?
4. What are the primary activities or learning experiences provided by the program?
5. Does the mission implicitly or explicitly align the program with the mission of the department, college, and university?

Meets Standard Criteria on Academic Assessment Rubric:

- Mission mostly provides a clear, comprehensive, and concise description of the program to internal and external stakeholders; mission is aligned with college or university mission.

Here's a template to follow:

The mission of the [1. degree program name] is to [2. educational purpose] in order to [3. primary function]. The program seeks to [4. primary activities or learning experiences]. In alignment with the mission of the college and university, the program [5. explicit or implicit alignment with overarching missions].

Examples

Example 1: Undergraduate Program

The mission of the [1] Bachelor of Arts in Political Science is to [2] provide students with skills and dispositions in the areas of political systems, government relations and international organizations in order to [3] prepare students for careers in government services, non-profit agencies or the private sector. The program seeks to [5] prepare thoughtful citizens and productive members of society (as stated in the College and University mission) [4] through the utilization of diverse, pluralistic curricula.

How-To Guide: Academic Program Assessment Plan and Report

Example 2: Graduate Program

The mission of the [1] [Computational and Applied Mathematics MS program](#) is to [2] [provide students with skills and knowledge in the areas of computational mathematics and computational sciences](#) in order to [3] [prepare them to be computational and applied mathematicians, statisticians, data scientists and teachers](#). [4] [The program seeks to help students conduct research in the field through an applied modeling project](#). [5] [The program aligns with the mission of the College and the University in our pursuit to apply scientific principles creatively and responsibly](#).

Example 3: Certificate Program

[5] [In alignment with the Darden College of Education and Professional Studies, the program is focused on preparing professional educators](#). The [1] [Autism Certificate Program](#) is designed [2] [to prepare professional educators to implement research-based methods and procedures](#), [3] [to deliver high-quality academic and nonacademic instruction to students with autism spectrum disorder, and to maintain lifelong professional development](#).

For more information, please contact the Office of Institutional Effectiveness and Assessment

www.odu.edu/assessment

assess@odu.edu

(757) 683-3322