

CRAFTING A STUDENT ORGANIZATION MISSION STATEMENT

The purpose of a mission statement is to identify why the organization exists, spell out the goals and philosophy of the group, and explain the organization's work. Creating a mission statement for your group will give you direction and purpose throughout the year and will inform others of what your group is about.

Some questions your mission statement should answer:

- Who are we? Who can be part of our group? Is it pre-doc students only? Post-docs too?
- What do we stand for as an organization? What are the key elements of our group's philosophy?
- What do we do? What are our goals? What does our group want to achieve in the short, medium and long term?
- How do we do it? How are we going to achieve our goals?

Tips for Writing an Effective Mission Statement

1. **INVITE INPUT.** An effective mission statement is best developed with ideas from all members of your group, including your faculty advisors.
2. **KEEP IT CONCISE.** Three to five focused sentences are ideal.
3. **EXAMINE OTHER STUDENT ORGANIZATION MISSION STATEMENTS TO GET IDEAS FOR YOUR OWN.** Simply copying other groups' statements, however, probably won't accurately reflect what your group is about.
4. **TAKE YOUR TIME.** Effective mission statements usually take a while to develop. Revisiting your mission statement drafts during a couple of meetings allows for additional input and final editing.
5. **SHARE YOUR MISSION STATEMENT.** Distribute copies of the mission statement to everyone in your group. Include the mission statement on your group's webpage and Facebook page. Consider created an abbreviated mission statement or tagline to add to your organization's email signature.