

Mission, Vision, and Values Definitions

Mission Statement A comprehensive statement of the purpose of the organization. It explains in one or two sentences what the institution seeks to accomplish, why it exists, and what ultimate result should be expected. Language in the mission statement is usually expressed using verbs in the infinitive (to increase, to improve, etc.) and also should identify any problems or conditions that will be changed

Values Statement that explains what characteristics the institution stands for and the way in which it intends to conduct its activities.

Vision An institution's clear description of what it intends to become within a certain timeframe, which frames the length of the strategic plan. Vision statements contain the specific characteristics or features that will define the organization in its future state. While the vision statement is used to motivate and inspire, it is understood to define an achievable future state.