

## Creating a Mission Statement

With your staff, pick a central theme that informs the public about your program. The three questions below will help you focus on the essence of your program's mission. You will want to create a brief statement that is easy to understand, non-controversial, and will foster public support. As a program director, you will want to demonstrate your commitment to this mission and follow through with conviction. Involving your staff in creating the mission statement will help your staff build the excitement and determination to succeed.

Brainstorm the following list of questions. Then, narrow the list down to 2-3 words for each.

\_\_\_\_\_ What is the purpose of your program? What is the problem that is central to your program's concern? Why do you exist?

\_\_\_\_\_ What are some of your program's key services?

\_\_\_\_\_ What benefits do your services provide for your students or families?

Now, combine these words to create your mission statement.

Don't rush the process. Brainstorming and creativity take time. Be sensitive to the process as well as the end result. Staff will want to see the results of their effort. This is a special opportunity to build commitment, trust and morale in your program.

Here are some examples of mission statements from literacy providers.

- To ensure that all adults who live in Texas have the skills necessary to function effectively in their personal and family lives, in the workplace, and in the community. (Texas Even Start)
- To advance the field of literacy through collaborative research, development, outreach, and leadership to improve practice, expanding access to high quality education and enriching the lives of individuals and families. (Institute for the Study of Adult Literacy, Penn State University)
- Our family literacy collaborative provides education, information, and support to low-income, Spanish-speaking families, furthering their capacity to solve problems and make informed decisions that will benefit their families, their communities, and the workplace. West Washington County Family Literacy Collaborative, in Cornelius, Forest Grove, and Hillsboro, Oregon)

Now, consider this: how will staff behave as a result of your mission? How will the mission statement dictate the culture and character of your program?

## References

e-business plan Tutorial. (2005). *Mission statement*. Retrieved on May 20, 2005, from [http://myphliputil.pearsoncmg.com/student/bp\\_turban\\_introec\\_1/MissStmt.html](http://myphliputil.pearsoncmg.com/student/bp_turban_introec_1/MissStmt.html)

How to Network. (2001). *Mission statement: How to create a mission statement*. Retrieved on May 20, 2005, from <http://www.how-to.com/Operations/mission-statement.htm>