Mission Statement Assessment Activity Report Due April 21, 2017 to the Office of Academic Planning

Mission Statements – What do we do, why do we do it, how do we do it, who are we doing it for?

Why are they important? (from NAU) Understanding and articulating your program’s overall goals, purpose, and values accomplishes a number of things for your degree program. First, it synthesizes the many unique talents and goals of your faculty and aligns them into a single, common purpose. The identification of a common purpose assists faculty in making decisions concerning program and course level learning outcomes. In addition, it guides and focuses your program’s decision processes concerning important assessment questions and directions needing investigation, based on your program’s larger direction, values, and goals.

A program mission statement (from NAU, UConn and elsewhere)
- Is a broad statement of the educational purpose of the program, describes the community the program serves, and states the values and guiding principles which define its standards
- Sets the tone and philosophical position from which the programs goals/objectives/outcomes are developed
- Describes both the purpose and the learning environment of the program
- Reflects how the program contributes to the education and careers of students graduating from the program
- Reflects how the teaching and research efforts are used to enhance student learning
- Is aligned with department, college and university missions
- Should be distinctive for the program

Mission Statement Rubric – developed and used by the University Academic Assessment Advisory Committee (UAAAC) to provide feedback to programs about their mission statement.

The program’s mission statement concisely articulates its guiding purpose and identity, clarifies the educational value of its curriculum, and aligns with the university’s broader public mission.

<table>
<thead>
<tr>
<th>DEVELOPED</th>
<th>DEVELOPING</th>
<th>NEEDS DEVELOPMENT</th>
<th>ABSENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clear statement of program’s purpose and identity, the educational value of curriculum, and its link to university’s mission</td>
<td>Mission statement articulates program’s purpose but may lack broader context</td>
<td>Vague mission statement with little connection to specific program</td>
<td>No mission statement</td>
</tr>
</tbody>
</table>

San Francisco State University Mission Statement  Academic Senate Policy #S15-176

From the heart of a diverse community, San Francisco State University honors roots, stimulates intellectual and personal development, promotes equity, and inspires the courage to lead, create, and innovate.

SF State is a major public urban university, situated in one of the world’s great cities. Building on a century-long history of commitment to quality teaching and broad access to undergraduate and graduate education, the University offers comprehensive, rigorous, and integrated academic programs that require students to engage in open-minded inquiry and reflection. SF State encourages its students, faculty, and staff to engage fully with the community and develop and share knowledge.

Inspired by the diversity of our community that includes many first-generation college students, and the courage of an academic community that strives to break down traditional boundaries, SF State equips its students to meet the challenges of the 21st century. With the unwavering commitment to social justice that is central to the work of the university, SF State prepares its students to become productive, ethical, active citizens with a global perspective.
Go to http://air.sfsu.edu/assessment/resources for information about mission statements and links to SFSU statements

Mission Statement Assessment Activity Report Due April 21, 2017 to the Office of Academic Planning

Mission Statement Activity Report Template

Department _____CoB____________________________________________
College _______CoB______________________________________________

1. What was your most recent mission statement prior to any revisions?

Our Vision

We aspire to be one of the best public urban business schools by applying sustainability and ethical perspectives to our understanding of business practice, global leadership, innovation, the economy and society.

Our Mission

We are San Francisco’s public business school. We embrace the area’s rich diversity and provide access to higher education. Our mission is to prepare students for professional success through high quality teaching, innovative and relevant courses, discipline-based and pedagogical scholarship, and engagement with the academic and business communities.

The Five Strategic Initiatives of the College of Business

- Invest in faculty and academic excellence
- Invest in our students through scholarships and careers
- Invest in and leverage our brand to sustain competitive advantages
- Build corporate connections
- Friend-raising and fundraising

2. Please describe the process of revising or developing your mission statement. What informed your discussions about your new or revised mission statement (e.g. changes in the profession, new focus of the department)? How were department faculty members involved? Was it developed in department meetings or other gatherings?

We DO NOT have a mission at the program level, as our accreditation body never asked about this. The mission, vision and strategic goals listed above were developed after collecting extensive inputs from faculty, students, recruiters, and community members. There was a task-force leading the initiative, several focus groups involved faculty members, then the entire CoB voted on the revised mission statement.

3. What is your revised mission statement?
Go to http://air.sfsu.edu/assessment/resources for information about mission statements and links to SFSU statements

This is our current mission statement, we are not planning to revise it this year.

4. Please post your revised mission statement on your department web page.

See https://cob.sfsu.edu/about

Given that this year you revised your mission statement, the next step would be to review of your program learning goals in the 2017-18 academic year. If that is not the case, please notify the Associate Dean of Academic Planning. Thank you!