Introduction
Each academic program at Virginia Tech should have a well-defined mission statement that serves as the foundation for the program’s assessment plan. The mission statement should clearly articulate to faculty, staff, students, and other stakeholders what the program is trying to accomplish. Mission statements should be revisited over time as the curriculum and program directives change.

What Is an Academic Program Mission Statement?
A mission statement is a concise statement about the values and purposes of an academic program. A strong mission statement:
- Serves as a foundation for the program’s goals and outcomes
- Aligns with the mission of the university and the program’s respective academic college
- Is program-specific
- Is created by and represents the vision of program faculty

What Should an Academic Program Mission Statement Include?
Components of a program mission statement include:
- Program name and degree
- Purpose of the program
- Primary functions or activities of the program
- Program stakeholders

Academic Program Mission Statement Structure
The order in which mission statement components are presented can vary, but one example of a mission statement structure is: “The mission of (name of your program) is to (your primary purpose) by providing (your primary functions or activities) to (your stakeholders).” This can then be clarified with additional statements.

Example Academic Program Mission Statement

The mission of the BS degree program in the Department of Biology is to prepare undergraduate students to continue to their studies in an advanced degree program or obtain an entry level position in a biology-related field. By providing excellent undergraduate instruction and the ability to work on research or participate in practical biological experiences the program strives to graduate students who are knowledgeable across various biological fields and able to think critically. This mission aligns with the institutional and college missions of educating undergraduate students to become productive and knowledgeable citizens.

Contact: If you need assistance or have questions regarding assessment, please contact Assessment and Evaluation by email at oae@vt.edu or by calling 231-6823.

*This handout is adapted from: http://assessment.uconn.edu/docs/HowToWriteMission.pdf