

Developing a Mission Statement

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Abstract

The CAS Standards and Guidelines for academic advising (2005) begin with the imperative statement, “(t)he academic advising program must develop, record, disseminate, implement and regularly review its mission and goals. Yet, many academic advising programs have yet to establish an effective mission statement. This interactive presentation will attempt to answer the questions:

What is a mission statement?

Why do we need an advising mission statement?

What are the characteristics of an effective mission statement?

Participants will have the opportunity to rate, critique, discuss and revise actual academic advising mission statements.

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