Developing a Mission Statement for Academic Advising

Session Goal and Objectives

This presentation will 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:
- Rate & critique actual advising mission statements
- Discuss the sample mission statements
- Revise one of the mission statements
- Create a mission statement 1st draft for their advising situation

Introductions

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With special thanks to:
- Wes Habley in the NACADA Clearinghouse article
- Rich Robbins NACADA Assessment Institute

"Making the simple complicated is commonplace; making the complicated simple, awesomely simple, that's creativity."
Charles Mingus (American jazz bassist and composer, 1922 - 1979)

Building A Mission Statement

Our mission is to build an effective mission statement

Insert a word:

Nouns: mission, education, information, services, technology, benefits, standards, change, resources, plan, students

Adjectives: professional, timely, effective, unique, cost effective, scalable, value-added, quality, diverse, excellent, innovative, highest, world-class

Verbs: build, create, integrate, continue, coordinate, administer, initiate, maintain, facilitate, pursue

Adverbs: quickly, proactively, efficiently, interactively, professionally, conveniently, enthusiastically, collaboratively, seamlessly, timely

The mission of academic advising is to provide students with quality information needed to efficiently create educational plans in a timely manner and empower them to take charge of their success.
Our job is to draft a “simply elegant” mission statement that adequately reflects academic advising on our campus.

"Remember: this is a mission statement not a mission essay"

Five tips for a useful mission statement. Inc., 2014

CAS Standards

Mission statements must...

- be developed, disseminated, implemented, and regularly reviewed
- incorporate student learning and student development
- be consistent with the vision, mission, and goals of the institution

Developing an Academic Advising Mission Statement

**Why do we need a mission statement?**

A mission statement guides the decisions we make about
- **what** we do
- **how** we accomplish it.

A vibrant mission statement is a vital portion of any institutional effort to **restructure** or **revitalize** academic advising.

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**Designing a Mission Statement**

1. Identify Key Stakeholders
2. Brainstorm Current State of Academic Advising
3. Identify the Ideal for Advising on Your Campus
4. Synthesize the Ideal with Existing Standards
5. Draft Tentative Vision and Mission Statements
6. Identify Goal Statements
7. Identify Objectives

Susan Campbell
Vision, Mission, Goals, and Program Objectives for Academic Advising Programs

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**CAS Mission Statement for Academic Advising Programs**

The mission of Academic Advising Programs (AAP) is to assist students as they define, plan, and achieve their educational goals. The AAP must advocate for student success and persistence.

- CAS AAP Standards and Guidelines, Part I

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**Oregon State University aspires to be recognized nationally for excellence in academic advising among land grant institutions.**

- **Vision Statement**
- **Mission Statement**

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**Indiana State University will be known as an institution where every student is matched with an academic advisor dedicated to aligning student talents and ambitions with sound curricular and co-curricular choices.**

- **Vision Statement**
- **Mission Statement**

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**The McCoy College Academic Advising Center will be a national model for excellence and innovation in academic advising. (TX State San Marcos)**

- **Vision Statement**
- **Mission Statement**

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**Academic Advising at the University of Louisville aspires to be a dynamic, nationally-recognized system that sets standards of excellence focused on student learning, technological innovation, and a collaborative commitment to student success in a diverse and changing society.**

- **Vision Statement**
- **Mission Statement**
Philosophy of Academic Advising at U of Louisville

We believe that student success is a comprehensive, campus-wide, process/effort/responsibility, and we value commitment to teaching and learning as an academic advising function; fostering a community of respect; the individuality/diversity of students and their unique educational/needs/expectations; the opportunities created by working collaboratively with others-shared challenges, achievements, ideas, and resources to continuously incorporate best practices into university wide advising; a common goal of student engagement in learning and success; technological innovations that seek to improve the student experience/academic advising experience, diversity as central to intellectual and cultural development, and student satisfaction with academic advising.

MISSION STATEMENT

GOALS/OUTCOMES

1. to provide accurate and current information
2. to work in partnership to promote student success
3. to work with students in an environment emphasizing the developmental process
4. to constantly improve our services to students
5. to promote the shared responsibility of academic advising between student & advisor
6. to evaluate and assess our programs and services

Based upon Cornell University College of Engineering Goals and Objectives

Also in the Clearinghouse: Louisville, Oregon State, and U of MN

Advising Program Strategies and Criteria

- Assist students in their consideration and clarification of educational goals
- Assist students in developing an educational plan consistent with their goals
- Provide accurate information about institutional policies, procedures, and resources
- Assist students in evaluation or re-evaluation of progress toward established goals
- Make referrals to resources within and outside of the college as appropriate
- Empower and encourage students to be self-directed learners

Based upon Eastern Michigan University

Charteristics of a quality

Visionary

- Ties to the vision of what we aspire to be/deliver
- Says what we want to be remembered for
- Helps our people understand how they can contribute
Developing an Academic Advising Mission Statement

**Characteristics of a quality MISSION STATEMENT**

**Realistic**
- Practical
- Workable
- Easily turned into program goals

**Motivational**
- Inspires commitment among employees
- Something to strive for
- Presents an ideal

**Characteristics of a quality MISSION STATEMENT**

**Short and Concise**
- Elevator pitch
- 25 words or less
- Not an essay; can be put on t-shirt
- No more than three sentences

**Easily understood**
- Plain language
- Without jargon
- Simple sentences

**Sample Advising Mission Statement**

The Mission of University College Academic Advising is to assist new, transfer, and transitioning students to develop and implement individual plans for achieving educational and life goals.

University of Utah

The primary purpose of academic advising is to assist students in the development of meaningful curricular and co-curricular plans and to align those plans with attainable life goals.

Indiana State University
Sample Advising Mission Statement

- Academic Advising at the University of Louisville is an ongoing, intentional, educational partnership dedicated to student academic success. The University is committed to an academic advising system that guides students to:
  - discover and pursue life goals,
  - support diverse and equitable educational experiences,
  - advance students' intellectual and cultural development, and
  - teach students to become engaged, self-directed learners and competent decision makers.

University of Louisville

Developing an Academic Advising Mission Statement

Academic advising is an active, ongoing partnership between the advisors and students grounded in teaching and learning. Advising is based on students gaining accurate and appropriate information and direction to help make their educational experience relevant, coherent, and meaningful. It is a process that assists students in connecting with the University of Arkansas, making thoughtful decisions related to their academic experiences, and maximizing their educational and career opportunities. Quality academic advising is essential to achieving the University’s vision.

University of Arkansas

Pick one mission statement and rewrite to fit your situation. Volunteer to have the group critique your draft.

As you revised consider:
- Who should be on your mission committee?
- What vision statement might you suggest?
- What goals/outcomes could be drawn from the mission statement?