### Requirements, Standards and Regulations and Rationale

3.1.1 The mission statement is current and comprehensive, accurately guides the institution’s operations, is periodically reviewed and updated, is approved by the governing board, and is communicated to the institution’s constituencies. (Mission)  

**Rationale:** The mission statement is comprehensive and addresses all aspects of institutional function and actively guides the institution. It is important that the mission statement be formally adopted, published, implemented, and made available to all of the constituencies of the institution and to the general public. Because the statement describes what the institution does, it is the foundation for planning and assessment processes. These processes validate that the institution does what it claims and evaluates how well it fulfills its mission statement. The mission statement thus provides the basis and context for evaluating institutional effectiveness. The standard assumes a uniform publication of the mission statement.

The institution’s governing board formally approved and periodically reviews the institution’s mission statement. The board in its review reaffirms the mission statement whether or not changes are made—thereby maintaining a cognizance of previously agreed-upon scope of institutional activities, and ensures that policies, procedures, and activities remain compatible with and included in the mission statement. Likewise, the mission statement guides the board, the administration, and the faculty in its deliberations and policy-making decisions in order to encourage coherence, consistency, and congruence in institutional direction.

### Supporting Document Examples

- Mission statement and examples of how it is disseminated
- Governing board minutes documenting approval and periodic review of the mission statement and resulting changes made to the statement, when appropriate
- Examples of how the mission statement guides the activities and decisions of the institution

### Evidence, Questions to Consider

- A brief explanation of how the mission statement was developed and approved, how it speaks to the scope of the institution’s operations, and how it is reviewed and communicated
- How does the institution show that its mission statement clearly communicates the essence of the institution, its distinctiveness or unique characteristics, its major educational components, and its primary constituents?
- In what ways does the mission statement guide the directions, decisions activities, policies and procedures of the institution? What evidence exists of the clear linkage between the mission statement and all major aspects of institutional function?
- What evidence shows that the mission statement has been approved formally and reviewed periodically by the institution’s governing board?
- How and when does the institution communicate its mission statement in a consistent manner to its constituencies?
- How does the mission statement guide decisions of the institution?