



**CERRITOS
COLLEGE**

**Institutional Effectiveness,
Research, Planning, &
Grants**

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HOW TO WRITE A MISSION



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A mission statement is a concise action-based statement which communicates the purpose, direction, and values of an organization, department, or unit. A mission statement succinctly explains why you exist within the College. The mission statement defines the broad purpose your unit is aiming to achieve, describes the stakeholders your unit serves, and describes the primary functions provided by your unit.

KEY CONSIDERATIONS

- Clearly and concisely written for a general audience
- Realistic and achievable
- Defines the department's purpose
- Consistent with applicable professional standards
- Identifies the department's primary functions, activities, & stakeholders
- Focused on services provided to students
- Aligns clearly to the mission of the College
- Highlights what is unique about the department
- Publicly available, known, and easy to find

WHAT IS A MISSION STATEMENT

EXTERNAL

A mission statement gives you the opportunity to inform others of what you do. You can summarize what your unit is about and provide context for additional information on your unit's programs and services.

1

STAFF & VOLUNTEERS

A mission statement can focus and motivate your team. Individuals involved with your unit want and need to believe in the work they do. Your unit's mission needs to be easily understood, remembered, and owned by your staff and volunteers (if applicable).

2

LEADERSHIP

A mission statement should be a guide when considering priorities and new initiatives. It guides unit leaders in establishing the unit's strategic planning and decision making.

3

PRIMARY AUDIENCE & FUNCTION

GUIDELINES TO FOLLOW

- **Clear:** use concrete language. Keep things simple and easy to understand.
- **Concise:** use clear and concise language aimed at a general audience. Stay away from buzzwords and fluff. Be short and to the point. Missions are between 1 to 3 sentences.
- **Useful:** informs other of your unit's purpose, your primary functions/activities, and stakeholders. It should inform, provide focus, and guidance. It's realistic and manageable.
- **Alignment:** clearly aligns with the mission of the department, division, and/or college.
- **Unique:** only applicable to your unit. A mission statement should be distinctive and not be applicable to another unit.

COMPONENTS OF A MISSION

There are four (4) components that need to be in a mission statement: 1) name of the unit, 2) purpose of the unit, 3) the unit's stakeholders, and 4) the primary functions or activities of the unit.

- **Name of your college and unit**
 - Who: a mission needs to identify the unit and college affiliation.
- **Purpose of the Unit**
 - Why: a mission needs to state the primary purpose of your unit. You need to articulate the reasons why your unit executes your primary functions and activities.
- **The Unit's Stakeholders**
 - For Whom: a mission identifies the primary groups to whom you provide and/or benefit from your services.
- **Primary Functions or Activities of the Unit**
 - What and How: focus on the most essential functions and services of your unit.

THE STRUCTURE

THE WHO

+

THE WHY

+

THE WHAT AND
HOW

+

FOR
WHOM

OPTION #1

“The mission of (name of your unit) is to (your primary purpose) by providing (your primary function(s) and/or activities) to (your stakeholder(s)).”

OPTION #2

“The (name of your unit) will (your primary function(s)) by (activities) for (your stakeholder(s)) to (your primary purpose).”



Q/A



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THANK YOU

