

Vision, Mission, Strategic Plan Steering Committee
Draft Definitions of Vision and Mission Statement – Sept 14, 2021

Definitions #1

Vision Statement: Inspirational, memorable, and concise purpose statement that defines a specific and unique long-term future for CWU. Focused on the future.

Mission Statement: Descriptive and actionable road map that outlines what CWU should do consistently, excellently, and intentionally to achieve the vision. Focused on the present.

“Your vision statement should inspire people to dream; your mission statement should inspire them to action.”

(University of Kansas)

Definitions #2

Vision Statement: An aspirational, memorable, future-oriented purpose statement that details specific and unique long-term goals.

Mission Statement: A descriptive and actionable roadmap that defines the day-to-day choices that CWU will lead consistently, excellently, and intentionally to achieve the vision.

Definitions #3

A Vision Statement

- is inspirational and aspirational, allowing a community to dream and strive for the highest levels of quality and excellence
- should be bold and big enough to propel the university forward towards a long-term goal that may feel unattainable
- should help define our core, providing clarity and focus to our efforts
- should be memorable – succinct and focused (though it can have a longer statement that builds on the shorter statement)

A Mission Statement

- is the overarching objective of the university that inspires action and drives our daily choices
- outlines what the university would have to do consistently and excellently to make the vision a reality
- describes what we are going to do and why we are going to do it, and maybe how we are going to do it
- describes where we are now and why we exist