

How-To Guide: Academic Program Assessment Plan and Report

A Mission communicates the overarching purpose of the degree program.

A well-written Mission includes a brief statement of the general values and principles which guide the program curriculum and is specific to the degree program/major (as opposed to the department). The mission clearly articulates the educational purpose, the primary functions, and the learning experiences

address the following questions:

1. What is the degree program name?
2. What is the educational purpose of the program?
3. What is the primary function of the program?
4. What are the primary activities or learning experiences provided by the program?
5. Does the mission implicitly or explicitly align the program with the mission of the department, college, and university?

Meets Standard Criteria on Academic Assessment Rubric:

- Mission mostly provides a clear, comprehensive, and concise description of the program to internal and external stakeholders; mission is aligned with college or university mission.

Here's a template to follow:

The mission of the [\[1. degree program name\]](#) is to [\[2. educational purpose\]](#) in order to [\[3. primary function\]](#). The program seeks to [\[4. primary activities or learning experiences\]](#). In alignment with the mission of the college and university, the program [\[5. explicit or implicit alignment with overarching missions\]](#).

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