

MODULE 6

Answering “Where do we want to be?” With Mission & Vision

OVERVIEW

Be clear about the real definitions of Mission and Vision. Ultimately, a vision that is a few sentences of narrative information cannot be measured. Mission and vision are defined as:

- **Mission:** Defines the fundamental purpose of an organization or an enterprise, describing why they exist. It is a short statement that is compiled after and representative of the core values and beliefs for vision.
- **Vision:** Core values and beliefs inform the desired or intended future state of an organization or enterprise in terms of its fundamental objectives relative to key, core areas—curriculum, instruction, assessment, environment. Vision is putting action to values and beliefs. The vision is grounded in research on best practices that show staff how they might get different results with different processes.

Be clear about the real purpose of Mission and Vision. The critical goal of Adventist education is to make the Adventist worldview visible. To achieve this goal, a school must be intentional about informing and articulating a truly shared vision that serves as a vehicle for linking faith identity and student achievement. A school defines its future through its shared mission and vision, which must reflect the core values and beliefs of the system.

Mission and Vision are informed by core values and beliefs. Core values and beliefs are generated as a result of the school data analysis completed in questions one and two of the framework, and particularly by digging deeper into school programs and processes. Your school’s values and beliefs are organized relative to curriculum, instruction, assessment, and environment, which are the factors that support effective learning for students. Often, core values and beliefs of the organization have been developed by the system in which they operate, independent of data analysis, or are otherwise pre-existing. In any of these instances, core values and beliefs absolutely should be validated and reinforced by data analysis.

Reviewing or restating your mission statement comes after the work of core values and beliefs. Mission is a short statement that represents the big, general ideas conveyed by your core values and beliefs. While a mission statement is often presented BEFORE a vision on paper, the work of creating a mission statement comes AFTER the core values and beliefs have been generated. Evaluate your mission statement’s effectiveness in conveying the purpose of the school. Remember that being succinct is critical! As an example, the SWUC Education Mission Statement is: Collaborating for learning excellence through faith and service.

VISION defines the desired or intended future state of an organization or enterprise in terms of its fundamental objectives relative to key, core areas of operation (curriculum, instruction, assessment, environment).

READ

Bernhardt, V.L. (2018). Data analysis for Continuous School Improvement (4th ed.). New York, NY: Routledge.

Chapter 9

<https://www.routledge.com/Data-Analysis-for-Continuous-School-Improvement/Bernhardt/p/book/9781138294622>

[Download a book order form that contains a 20% off discount code.](#)

DO

- [PPT To Support This Module](#)

Facilitation Guides:

- Creating a Mission and Vision, p 358.

Templates:

- [Vision Template](#)
- [Advanced Vision Template](#)

Handouts:

- [Core Values and Beliefs Study Sheet](#)

REFER

Examples/Additional Reference Items:

- [Core Values and Beliefs](#)
- [SWUC Core Values and Beliefs](#)
- Mission and Vision, pp 363-366.
- [Advanced Vision Example](#)
- [NAD Philosophy of Education](#)

Videos:

- [Mission & Vision](#)
- [Advancing the Essential Mandate of Adventist Ed \(Faith Identity & Ed interwoven\)](#)

REFLECTION QUESTIONS

**Additional reflection Qs available at the end of each chapter.*

1. What is a shared vision?
2. Why is a shared vision important to ContinuousSchool Improvement?
3. What is the difference between mission and vision? Why is it important to have both?