

Module 2: Mission, Vision, Values and Touchstones

What does a Mission Statement really do? How does it operate on a campus or in an organization? This week, we are going to think about how the NVC Mission, Vision, Values, and Touchstones reflect our campus and our community.

In “The Purpose of Mission and Vision Statements in Strategic Planning,” Madison Hawthorne offers the following definition:

Mission statements clarify “the purpose and primary, measurable objectives of the organization.” The mission statement will also “help measure whether the strategic plan aligns with the overall goals” of the College.

The American Association of Community Colleges writes:

“A vision statement must clearly and concretely describe what an organization will look like in the future when it is operating at its best. Together with the mission and core values, the vision provides a compelling scenario of how the organization will evolve.”

Outcomes: At the end of this Module, we will learn more about the following:

- What purpose do Mission and Vision statements serve?
- Is there evidence of Strategic Thinking in Vision & Mission Statements?
- How do Mission and Vision statements contribute to the Strategic Management Process?

Click **Next** to read the NVC Mission, Vision, Values, and Touchstones