

Mission, Vision, and Goal Setting Outcomes Student Leader Learning Outcomes (SLLO) Project

Definitions:

Vision: Image of the ideal. It is future looking, inspirational, and creates the most desirable scenario.¹

Mission: A brief, clear, concise statement of the reasons for an organization's existence, the purpose and function it desires to fulfill, its primary customer base, and the primary methods through which it intends to fulfill the purpose.² It is somewhat uplifting but more practical than the vision.¹

Goals: Statements of desired future states, long-term and possible, and based on mission and vision. Typically few in number, with a target date.³

Objectives: Short-term, specific, measureable outcomes statements.³

Outcomes: What a person will know or be able to do following an activity or event.

Action Plans: Series of short-term tasks to be completed that will result in the achievement of the objectives or outcomes.³

Outcomes:

Students will be able to:

- Articulate a vision
- Articulate a mission
- Articulate goals
- Plan objectives
- Implement action plans
- Communicate the above to others

Other Useful Rubrics Related to This Topic:

Teams and Groups, Membership Selection

References:

1. Henry, J. E., & Hartzler, M. (1994) *Team fitness: A how-to manual for building a winning work team*. Milwaukee, WI: ASQC Quality Press.
2. Goodstein, L., Nolan, T., & Pfeiffer, J. W. (1993). *Applied strategic planning*. New York: McGraw-Hill, Inc.
3. Parker, G. M. (1994). *Cross-functional teams*. San Francisco: Jossey-Bass.

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Resources:

- Books
 - Higher Education Research Institute. (1996). *A social change model of leadership development: Guidebook version III*. Los Angeles: The Regents of the University of California.
- Websites
 - Creating SMART Goals
 - <http://www.topachievement.com/smart.html>
 - Goal Setting Guide
 - <http://www.topachievement.com/smart.html>

AggiEfolio Competencies That This Rubric Addresses:

To set up a free AggiEfolio account, please visit <https://career180.tamu.edu/portfolio/>

Cluster 1: Solving problems and thinking skillfully

- Solve problems and make decisions
- Think creatively
- Read for information and understanding
- Analyze critical data to guide activities

Cluster 2: Communicating effectively

- Apply basic communication skills

Cluster 4: Working Responsibly

- Demonstrate leadership
- Contribute to teamwork
- Demonstrate the work ethic

Cluster 5: Planning and Managing a Career

- Adapt to change