

Tool 2: Mission Statement Workshop Exercise

IT Mission Statement Worksheet

Instructions: Answer the questions below and be prepared to share them with team members/workshop participants.

1. What does IT do for your institution? Sum up the full breadth of its work in 3–4 short phrases.
2. For whom does IT perform these activities? Who are its major constituents?
3. In one or two concise phrases, describe the impact IT has on your institution when it does its work well.
4. Use your answers above to draft a mission statement for IT in the space below. You can write your own or collaborate with other participants in your group to jointly develop one. Your draft should:
 - “Tell the story” of IT—what it does for the institution, why, and for whom
 - Describe an achievable mission, not a utopian one
 - Avoid clichés (“thinking outside the box”) and flowery language
 - Be concise—no more than 40 words and two sentences

Tool 3: Vision Statement Workshop Exercise

IT Vision Statement Worksheet

Instructions: Answer the questions below and be prepared to share them with team members/workshop participants.

1. What are the most important goals that your institution (not IT) is currently pursuing? You may wish to refer to an institutional strategic plan or information from your institution's recent environmental scan.
2. List five significant ways in which IT can help realize these goals. Describe broad areas of support or service (e.g., "Support innovative teaching practices") but avoid specific details or projects ("Implement XYZ application").
3. Complete this sentence: To help our institution achieve its strategic goals, in the next five years IT must...
4. Compose a vision statement for IT in the space below. You can write your own or collaborate with one or more people in your group. Your draft should be written in the future tense and should:
 - Describe the ideal state IT should aspire to
 - State positive changes or outcomes IT will bring about and indicators of success
 - Avoid clichés and unachievable promises
 - Be concise—no more than 40 words and two sentences