

GUIDELINES FOR DEVELOPMENT OF A MISSION STATEMENT

This document is to be used as a guideline to assist schools in developing a clear mission statement which represents the overall purpose of the institution. These guidelines do not represent specific requirements that must be met by a school in developing its mission statement, but are merely to provide guidance. In developing your institution's mission statement you also need to consider what the school's goals and objectives are, as well as how will you assess the student outcomes to determine whether you have met your stated mission.

Standard I, Criterion 1 states that

A mission statement has been adopted by the institution and clearly identifies the institution as one preparing graduates for careers in cosmetology arts and sciences, the massage field, and/or related fields and/or unrelated fields.

Step 1 The first step in the process of developing your mission statement is to identify the major purpose of your school.

The following are examples of mission statements:

1. To provide an opportunity to achieve a quality massage education for a group of learners who have the ability to benefit from the programs.

or

2. To provide a quality cosmetology education so the graduate is able to be successful in the field of cosmetology.

Step 2 Identify the goals which must be met in order for the school to achieve its stated mission. A goal is a statement of direction or broad intent related to the school's mission.

The following are examples of goals:

1. Train students to successfully pass the certification or state licensure exam.
2. Instill a sense of professionalism in each student.
3. Provide up-to-date training information.
4. Provide placement services which will help ensure that graduates are placed in their field of study.

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Step 3 Identify the school's objectives. An objective is an educational aim that can be achieved by a student in a given amount of time and is based upon the school's goals and mission.

The following are examples of objectives.

1. Prepare to take and pass the state board exam in order to be eligible for entry level employment in the field of cosmetology.
2. Learn to communicate effectively in order to build a base of massage clients.

If you have any questions about developing a mission statement, goals or objectives, contact the NACCAS office for assistance.