Mission and Outcomes Defined—Non-Academic Units

Mission— What do you do? Who do you serve? What results do you expect?
State the core mission and purpose of the department or administrative unit. Identify the stakeholders, that is, the primary group you serve or the group that benefits from your services. Include the key services you provide in support of the university's mission. 
Example: Institutional Data Management collects, analyzes, and reports data in order to provide information that supports institutional decision-making, planning, and effectiveness/assessment.

Operational Outcomes— What do you do to achieve your mission?
These outcomes reflect the core functions and purpose of the administrative unit, especially how you provide essential services to students, faculty, staff, parents, employers, alumni, etc. State operational outcomes in the present tense. Example: The Registrar’s Office maintains accurate, secure student records. The Business office communicates timely information about report processes and due dates.

Strategic Outcomes—How can you improve your unit to achieve your mission?
These outcomes are future-oriented results based on planned activity or changes in your unit. State strategic outcomes in the future tense. Example: The Registrar’s office will expand its online services to improve student access to services.

Assessment Measures—How will you know you have achieved your goal?
These measures indicate the extent of effectiveness of an initiative or goal; they can help you decide what to change or perhaps to stop doing.

- **Transactional data** are direct assessments of department processes or records of daily or regular transactions within the unit. These assessments monitor the quality, efficiency, and effectiveness of the services you provide. Examples include total number of training sessions conducted, work orders completed, tutoring sessions offered, monitoring time to process expense reports, etc. 
  Example for admissions—work log to track time between receiving student application and processing application; goal would be to decrease time to process student applications

- **Customer satisfaction data** includes surveys, focus groups, exit interviews, etc. with the people who use your services to determine their level of satisfaction with your services. Example for admissions—student survey of satisfaction of admissions process

- **Needs assessment surveys** are used to identify areas of improvement or new services you can offer.

- **Behavioral measures** are changes observed in people’s behavior because of the services you offer. Example for student support services—students on probation attend more tutoring sessions and improve GPA because of the advising your office provides.

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