

Mission and Vision Statements

A **mission statement** should concisely explain why a school, organization, or entity exists and its intention. It should communicate your purpose and approach to everyone involved, from your staff to your students and families.

A **vision statement** should be more forward-looking and describe the ideal state that a school, organization, or entity wishes to achieve. It uses aspirational language and can be seen as a call to action for all involved.

See below for a chart that offers some direct comparisons between a mission and a vision statement:

	Mission	Vision
Answers:	Why?	What?
Definition:	Statement	Snapshot
Length:	Shorter (1-2 sentences)	Longer (2-4 sentences)
Purpose:	Informs	Inspires
Activity:	What We're Doing	What We Should See
Source:	Head	Heart
Effect:	Clarifies	Challenges

