

Steps for conducting the Self Study survey on awareness of Webster's mission.

The purpose of this survey is to determine understanding and support for the organization's mission. HLC Criterion One –Core component 1c says “ Understanding of and support for the mission erfade the organization.”

Our Self Study subcommittee is conducting small surveys of convenience samples of individuals from various Webster constituencies. We have so far completed this process for department chairs and the Senate. The data gained will be used as part of the evidence in our self-study report.

The process used has been:

1. Distribute the sheet to the group (but do not give them the mission statement at this point)—no names on the papers
2. Ask them to write three phrases or sentences that summarize what they believe to be three of the most important elements of the mission of Webster University. (we don't expect people will be able to quote the mission word for word—so they should be free to use their own words)
3. Be sure to emphasize we are not looking for what the responded wishes the mission to be, but rather what they understand it to be.
4. When everyone is finished pass out the mission statement sheet, and have a discussion (of whatever length is appropriate) of the mission. Probably everyone will think the statement is too long and convoluted. We do also, and will recommend something shorter. There is no point having the group “wordsmith” the current version.

But, take brief notes on the discussion comments. We are especially interested if the group thinks that the mission statement sums up the essence of Webster University or whether there are significant ideas missing or included that should not be.

5. Collect the sheets and give them back to us. We are putting them in a matrix for our review.