

Learning Outcomes Rubric

PART I

Ideal answer is listed under definition. A student can still answer correctly if they use the distinguishing language also provided but must have both Vision and Mission correctly identified.

Definition:

The difference between a mission statement and a vision statement is that a mission statement focuses on a company's present state while a vision statement focuses on a company's future.

Vision – big picture, value latent, end stated, holistic, to create, backward from the future, a desirable future, guideline for future strategic decisions, simply answers the question, "Where do we want to go?," outlines what a company wants to be, it focuses on tomorrow, it is inspirational, it is timeless.

Mission Statement – statement of purpose, job – what are you there to do, answers the question "why do we exist," a declaration of the general objectives and principles of operation of an organization, defines the business in which a company competes, a concise statement outlining the purpose of the unit, program, etc., primary function

PART II

Here is a possible list of responses that would meet the learning outcome:

(if there is something that may fit and/or you don't know, please ask Jeff)

Health, Relationships, Spirituality, Religion, Family, Friends, Work Life, Community, Enriching Activities, Self