

**Mission Statement:** A concise explanation of the organization's reason for existence. It describes the organization's purpose and its overall intention. The mission statement supports the vision and serves to communicate purpose and direction to employees, students, faculty, staff, and other stakeholders. Questions to consider when drafting mission statements could include...

What is our organization's purpose?  
Why does our organization exist?

**Vision statement:** Looks forward and creates a mental image of the ideal state that the organization wishes to achieve. It is inspirational and aspirational and should challenge employees. Questions to consider when drafting vision statements might include...

What problem are we seeking to solve?  
Where are we headed?  
If we achieved all strategic goals, what would we look like 10 years from now?

**Values Statement:** Lists the core principles that guide and direct the organization and its culture. In a values-led organization, the values create a moral compass for the organization and its employees. It guides decision-making and establishes a standard against which actions can be assessed. These core values are an internalized framework that is shared and acted on by leadership. When drafting a values statement, questions to consider might include...

What values are unique to our organization?  
What values should guide the operations of our organization?  
What conduct should we uphold?

What are our goals as the 2022-2023 AS Student Senate?