

## Write a Purpose Statement for Xavier University

A Purpose Statement is a sentence that describes the overarching reason that the organization exists, how it should conduct itself and the impact it has on who it's serving.

- helps drive an organization's mission and common goals (purpose-driven perspective)
- define what the organization is all about including what makes it unique (differentiation)
- give focus and motivation to reach institutional objectives (direction and contribution)
- guides the work of employees, no matter what their role (unifying)

Drafting tips Consider

why the organization was originally founded.

why it's beneficial to who it serves (who does it serve?)

what makes it unique

a deeper and broader reason the organization exists and what it has to offer \*

*camera co. –takes pictures vrs captures important moments & milestone in a life that can be looked at fondly*

### **Purpose statement - wont be checked off**

it is mainly about who the org. serves and the benefits they can expect from the institution.

### **Mission statement - is rooted in the present**

focuses on the big picture goals and values of the organization at the current moment in time. It is written more for the benefit of faculty/staff, so that they understand their roles within the university and how they contribute to the greater goals.

### **A vision statement is aspirational**

it describes what an org desires to achieve in the long-run, generally in a time frame of 5-10 yrs

### **Values are a set of guiding principles**

and commitments that serve as directions for how faculty/staff conduct their work.

Examples

- |   |               |
|---|---------------|
| Discovering the value of 'real' beauty and improving self-esteem worldwide  | -Dove         |
| Nourishing families so they can flourish and thrive.  | – Kellogg's   |
| Refresh the world. Make a difference.   | – Coke        |
| Encouraging children to be creative, and enabling parents to inspire them.  | – Crayola     |
| To inspire and develop the builders of tomorrow.  | – Lego        |
| Our deepest purpose as an organization is helping support the health, well-being, and healing of both people—customers, Team Members, and business organizations in general—and the planet. | – Whole Foods |
| Our purpose is to inspire every family in the world to enjoy Sunday dinner together.  |               |
| To support the health and well-being of our planet and everyone who lives here.   |               |
| To increase the accessibility of life-saving equipment for patients in underdeveloped countries.  |               |
| To provide people with the ability to purchase products they need at a price they can afford.   |               |

To promote diversity in our academic and professional community. This is accomplished through Biblically qualified efforts in the development of growth-focused programming, the establishment of impartial initiatives, and the education of inclusive excellence principles.  
- Office of Equity & Inclusion at Liberty U

### **Southwest Airlines**

#### **Purpose**

To connect people to what's important in their lives through friendly, reliable, and low-cost air travel.

#### **Mission**

Dedication to the highest quality of Customer Service delivered with a sense of warmth, friendliness, individual pride, and Company Spirit.

#### **Vision**

To become the world's most loved, most flown, and most profitable airline.

#### **Values**

Live the Southwest Way: Warrior spirit, Servant's heart, Fun-LUVing attitude;

Work the Southwest Way: Safety and reliability, Friendly customer service, Low costs.

### **Xavier University**

#### **Purpose**

#### **Mission**

Xavier is a Jesuit Catholic university rooted in the liberal arts tradition. Our mission is to educate each student intellectually, morally, and spiritually. We create learning opportunities through rigorous academic and professional programs integrated with co-curricular engagement. In an inclusive environment of open and free inquiry, we prepare students for a world that is increasingly diverse, complex and interdependent. Driven by our commitment to educating the whole person, promoting the common good, and serving others, the Xavier community challenges and supports all our members as we cultivate lives of reflection, compassion and informed action.

~ Accepted by the Xavier Board of Trustees on Dec.1, 2017 and re-affirmed for a 5-year period on Sept 23, 2021.

#### **Vision**

~ Accepted by the Xavier Board of Trustees on Sept. 2012.

#### **(Ignatian) Values**

REFLECTION invites us to pause and consider the world around us and our place within it.

DISCERNMENT invites us to be open to God's spirit as we consider our feelings and rational thought in order to make decisions and take action that will contribute good to our lives and the world around us.

SOLIDARITY and KINSHIP invites us to walk alongside and learn from our companions, both local and afar, as we journey through life.

SERVICE ROOTED IN JUSTICE AND LOVE invites us to invest our lives into the well-being of our neighbors, particularly those who suffer injustice.

CURA PERSONALIS invites us to care for others recognizing the uniqueness and wholeness of each person.

MAGIS invites us to ask, "Where is the more universal good?" when making decisions; it relates to the Jesuit motto, For the Greater Glory of God.