Mission, Vision, Goal Setting Rubric
Student Leader Learning Outcomes (SLLO) Project

Name of Student: **Date Completed:**

OUTCOMES	NOVICE **Awareness or Base Level Knowledge**	TRANSITION **From Novice to Intermediate**	INTERMEDIATE **Apply the concept somewhat**	TRANSITION **From Intermediate to Advanced**	ADVANCED **Intentional and Effective Application**
Vision/Mission is defined	Does not provide direction or guidance (much too broad or narrow)		Lacks clarity or restricts growth		Is clear, understood, and motivating
Vision/Mission is brief	Is too wordy without a point		Is somewhat wordy		Is to the point and captures the meaning of the organization
Vision/Mission is realistic	Is not at all realistic		Is somewhat realistic		Is very realistic
Vision/Mission is congruent	Is not congruent with the activities of the organization		Is somewhat congruent with the activities		Completely aligns with the activities of the organization
Student can articulate vision/mission	Can't articulate the vision/mission to self or others		Can recite the vision/ mission, but lacks ability to define in own words		Can clearly explain the vision/mission in own words to others
Student can activate vision/mission	Plans activities without considering the vision/mission		Plans some activities that align with vision/mission		Plans activities that clearly align with vision/mission and facilitates reflections on the connection
Student can assess vision/mission for achievement	Doesn't take time to assess, might take time to assess an activity but doesn't relate it to vision/mission		Sometimes considers vision/mission in activity assessment		Always addresses vision/ mission when evaluating activities
Student can assess vision/mission for change	Never reflects on evolution of organization's vision/mission; accepts it as is		Might see a need to change vision/mission, but doesn't initiate action		Realizes when vision/mission needs to be reviewed and creates a process to do it
Student can uphold vision/mission	Takes personal actions that do not reflect vision/mission		Upholds personal behavior most of time		Consistently upholds vision/mission in personal life

Division of Student Affairs - Texas A&M University

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Goals are specific	Vague or undefined; Does not identify who, what, where, when, which, and why		Identified some reasons for achieving goals; limited timeframe and requirements for achievement		Defined timeframe, requirements, responsible party, and purpose for achieving goal
Goals are measurable	No measurement targets indicated; no accountability is in place		Some measures in place		Very clear measurement targets and means to assess (amounts, dates, etc.)
Goals are achieveable/attainable	Set too low or way to high		Some set high enough and achievable, others are not		Set to challenge and are reachable with effort ("raise the bar")
Goals are relevant	Not aligned with personal or organizational mission		Somewhat aligned to personal and organizational direction		Clearly enhance personal or the organizational mission
Goals are time oriented or bounded	No time frame to meet and measure goals		A loose time frame without follow up plans in place		A structured time frame with intermediate evaluations of progress

COMMENTS:

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