“To help all people live healthy lives”.

Becton, Dickinson and Company
(Medical Diagnostics Co.)
“Learn, Discover, Heal, Create – And Make the World Ever Better”
“We fulfill dreams through the experience of motorcycling”

Harley-Davidson, Inc.
“Columbia College is a dynamic institution of learners and creative thinkers dedicated to high standards of student success. We prepare students to be fully engaged in an evolving world by offering comprehensive and high quality programs and services. Columbia college is committed to a culture of improvement through measuring student learning across the institution. We strive for excellence, foster a spirit of professionalism and embrace diversity”
“To refresh the world; to inspire moments of optimism and happiness, to create value and make a difference”
“Mission:
Identify community needs
Provide accessible, quality education and training
Promote opportunities for lifelong learning”

Kirkwood Community College, Iowa
“To nourish and delight everyone we serve”
Mission Statement Examples

“Hartnell College provides the leadership and resources to ensure that all students shall have equal access to a quality education and the opportunity to pursue and achieve their goals. We are responsive to the learning needs of our community and dedicated to a diverse educational and cultural campus environment that prepares our students for productive participation in a changing world.”
“Learning comes first at JCCC.

- Centered on student success
- Dedicated to exploring initiatives that support the college’s innovative spirit
- Focused on Community leadership
- Committed to continuous improvement
“To serve the public interest by promoting health, safety, welfare, and the economy in an efficient, cost effective manner. We take our mission very seriously and believe it is every employee’s responsibility to continually find ways to improve our service to the community”

Stanislaus County Board of Supervisors
“Google’s mission is to organize the world’s information and make it universally accessible and useful.”
Mission Statement Examples

“The faculty, staff, administrators, and students of [CSU STAN] are committed to creating a learning environment which encourages all members of the campus community to expand their intellectual, creative, and social horizons. We challenge one another to realize our potential, to appreciate and contribute to the enrichment of our diverse community, and to develop a passion for life-long learning. . . .”

CSU, Stanislaus
“Glendale Community College welcomes students of all diverse backgrounds, goals, ages, abilities, and learning styles. As an institution of higher education, we are committed to student learning and success. Using personal interaction, dynamic and rigorous instruction, and innovative technologies, we foster the development of critical thinking and lifelong learning . . .”
“To be the safest, most progressive North American railroad, relentless in the pursuit of customer and employee excellence”
“To create ideas that deepen and advance the understanding of management, and with these ideas develop innovative, principled, and insightful leaders who change the world”
Mission Statement Examples

“The mission of Southwest Airlines is dedication to the highest quality of Customer Service delivered with a sense of warmth, friendliness, individual pride, and Company Spirit”
Mission Statement Examples

“Butte College provides quality education, services, and workforce training to students who aspire to become productive members of a diverse, sustainable, and global society. We prepare our students for life-long learning through the mastery of basic skills, the achievement of degrees and certificates, and the pursuit of career and transfer pathways.”
“We are a service-driven organization committed to building partnerships that promote a vibrant business community and engaged neighborhoods”
Mission Statement Examples

“In a rapidly changing and increasingly global society faced with great challenges, Merced College faculty, staff, and leadership are committed to continuously improving methods of providing an accessible, affordable, and relevant education that improves the quality of life for all students and their communities. Recognizing that education is never a mistake, Merced College serves as a gateway to the future by welcoming all students from our richly diverse region . . .”
Mission Statement Examples

“Mission:

• Prepare individuals for jobs that are in demand by local businesses
• Provide businesses with referrals of qualified job applicants”