



*Societies Council*

# Vision and Mission Guidelines

These Vision and Mission Statements can be from 250 – 500 words.

A mission statement defines your society's purpose and primary objectives – the mission statements focus is internal. This means that you need to write about what the point of your society is, why it was created and what function it serves. The vision statement also consists of purpose, but is more value driven and this is where you will be referring to how your society fits in with the three pillars of the Societies Council. These pillars are:

- Student Development
  - This refers to how your society develops certain skills in its members as well as the instilment of the values and ideals that your society stands for.
- Creating a home
  - The support structures that your society creates for its members – how your society creates a “family” that helps each other manage and survive at university. For those Societies who deal with vulnerable groups – this is a good place to mention it.
- Student Success
  - Student Success refers to certain skills and values that are transferred to the members that will be essential to life. This includes everything that a purely academic experience at Stellenbosch University cannot teach you, but that you still need as an employee and a citizen of the world.