

Importance of Mission and Vision Statements in Strategic Planning Grading Criteria

This assignment is due in Week Two.

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| ***Content***  ***60 Percent*** | *Points Available*  *36* | *Points Earned*  *X/36* | Additional Comments: |
| Writes executive summary that includes the following:   * Identify the mission and vision selected. * Explain the rationale for why you selected the mission and vision statements.   + Identify the specific strengths of the mission and vision statement selected.   + Identify the weaknesses of the mission and vision statements not selected. * Explain how the mission and vision drive the strategic plan for the health care organization. |  |  |  |
| ***Organization/Development***  ***20 Percent*** | *Points Available*  *12* | *Points Earned*  *X/12* | Additional Comments: |
| * The paper is 700 to 1,050 words long. * The introduction provides sufficient background on the topic and previews major points. * The conclusion is logical, flows, and reviews the major points. * Cite 2 peer-reviewed, scholarly, or similar references. |  |  |  |
| ***Mechanics***  ***20 Percent*** | *Points Available*  *12* | *Points Earned*  *X/12* | Additional Comments: |
| * The paper—including the title page, reference page, tables, and any appendixes—is formatted according to APA standards as directed by the instructor. The paper is laid out with effective use of headings, font styles, and white space. * Rules of grammar, usage, and punctuation are followed, and spelling is correct |  |  |  |
|  | ***Total Available*** | ***Total Earned*** |  |
|  | 60 |  |  |