

Vision Statement Evaluation Rubric

As a triad, use the following rubric to assess the strength of your vision statement. Consider having someone from outside your team read and evaluate your vision documents.

	<b>Excellent</b>	<b>Good</b>	<b>Average</b>
<b>Clarity</b>	The statement clearly expresses the end-goals of our ministry while allowing for nuance in how those goals are achieved.	The statement gives good direction, but falls short of casting a clear vision for what a healthy, robust ministry would look like.	A fairly generic statement, the vision could be considered “fulfilled” by most children’s ministries including our former approach to children’s ministry.
<b>Comprehensive</b>	The vision statement applies across ministry areas and could encompass any new ministry programs launched in the future. It is applicable to children of all ages.	The vision statement applies to most of our ministry areas, but it lacks the ability to include future programs or overlooks some programs or age groups.	The statement is too broad to actually apply to some of our ministry areas. It lacks nuance and direction.
<b>Theological Grounding</b>	The vision statement reflects our understandings of the role of God in the faith formation of children. It reflects any of our congregation’s theological nuances. Longer statements expand on theological foundations for the vision across ministry programs.	The vision statements reflect our basic theology but lack any nuance particular to our congregation or tradition. The longer statements focus on the practicalities of programs rather than the theology that guides the programs.	The vision statement only reflects general Christian beliefs or focuses on a vision for God rather than with the work of God.
<b>Style</b>	All three elements of the vision statement are well-worded, readable, and concise. It’s clearly understood by the average reader. Someone has double-checked for grammatical and syntax errors.	The statements are direct and comprehensive. When read-aloud, they sometimes feel clunky, but they make sense.	The wording is sometimes vague or indirect. The reader has to re-read multiple times to connect meaning. The average person in our congregation couldn’t understand this.