

MISSION & VISION STATEMENTS

What are their definitions and value to an organization?

MISSION & VISION STATEMENTS : BACKGROUND

- Definitions have evolved over the past 30 years.
- 25 years ago, planners used only mission statements and there was not much agreement about the definition.
- Most businesses and organizations did not have the skill, time and patience to craft a useful mission statement.

MISSION AND VISION STATEMENTS : BACKGROUND

- 1996 Harvard Business School advanced the concept of a "Core Ideology" to guide strategic planning and organization decision-making.
- Core Ideology:
 - Core Purpose Statement
 - Mission Statement
 - Core Values
 - Vision Statement

MISSION AND VISION STATEMENTS : BACKGROUND

- There is no right or wrong planning methodology.
- Use the methodology that works for the organization, its capacity and aptitude.
- The Core Ideology approach offers the most decision-making guidelines to benefit strategic plan implementation and organizational development.

MISSION STATEMENTS

- Definition:
A written declaration of an organization's core purpose and reason for being in existence.

MISSION STATEMENTS

- Mission statements answer five questions:
 - Who are we?
 - Whom do we serve?
 - What do we do?
 - Why do we exist?
 - What do we value?

MISSION STATEMENTS

- Are the overarching statement that guides the decisions made by the Board of Directors and staff about how the organization will use its time and resources.
- Set the overarching planning parameters for the organization.
- Rarely change substantively because they articulate the core purpose of the organization and the parameters within which the organization will pursue its purpose.

MISSION STATEMENTS

- Are most effective if they are short and answer the five questions.
- Each word in the mission statement that is not innately clear needs to be defined within the organization's policies, procedures or practices in order to serve as an effective decision-making tool.
- Are not slogans nor is their primary purpose to inspire.

EXTERNAL REASONS TO HAVE A MISSION STATEMENT

- Efficiently inform the media and general public about the purpose and parameters of the organization.
- Attract others with resources who have similar interests and values.
- Attract supporters with similar interests and values.
- Distinguish and define the organization from other similar organizations.

INTERNAL REASONS TO HAVE A MISSION STATEMENT

- For the Board and staff in planning for the organization and orienting new Board and staff members.
- For decision-making points of reference.
- For the Board to ensure that the organization remains focused on its intended purpose and does not "morph" into a mission other than the one entrusted to the care of the Board.

EXAMPLES OF WATER AGENCY MISSION STATEMENTS

- The mission of the Contra Costa Water District is to strategically provide a reliable supply of high-quality water at the lowest cost possible, in an environmentally responsible manner.
- The mission of the Mojave Water Agency is to manage the region's water resources for the common benefit to assure stability in the sustained use by the citizens we serve.

EXAMPLES OF WATER AGENCY MISSION STATEMENTS

- The mission of the Metropolitan Water District is to provide its service area with an adequate and reliable supply of high-quality water to meet present and future needs in an environmentally and economically responsible way.

MESA WATER DISTRICT'S MISSION STATEMENT

- Dedicated to satisfying our community's water needs.

VISION STATEMENTS

- Definition:
A written aspirational description of what an organization wants to achieve in the mid or longer-term future in order to advance its mission.

VISION STATEMENTS

- The vision statement grows out of the mission, directly relates back to the mission and stays within the parameters of the mission. (i.e. Who are we? Whom do we serve? What do we do? Why do we exist and What do we value?)
- The written description may take any form that best communicates the picture of the desired future.

EXAMPLES OF WATER AGENCIES' VISION STATEMENTS

- The Mojave Water Agency's vision is to become a recognized and respected leader in the community we serve through demonstrated knowledge, integrity and the quality of our actions.
- The Eastern Municipal Water District's vision is to provide an exceptional level of customer and community service, exceeding the performance of any other private entity.

MESA WATER DISTRICT'S
VISION STATEMENT

- To be a top performing public water agency.

DISCUSSION & COMMENTS