

## **Values, Mission, Vision and Goals**

**Values/Beliefs** – What you believe in as an organization. **Why** you do what you do. Most organizations have a broad set of values and/or operating assumptions that are deeply held and that guide their work. Sometimes they are explicit, and sometimes not. They are often grounded in the organization’s history and community needs. *For example:* The arts are important in the lives of school children.

**Mission** - The organization should have a core mission statement and a clear understanding of its identity. The organization should be actively involved in regular, results-oriented, strategic, and self-reflective thinking and planning that aligns goals and action steps with the mission statement and organizational capacity. The planning process should involve stakeholders in an ongoing dialogue to ensure that the organization’s mission and programs are valuable to the neighborhood or constituency it serves.

Your mission statement defines your organization. It communicates your identity, beliefs, purpose, actions and role in the community by using a few words or sentences. A clear mission statement can easily be memorized by members of the organization, board and staff. You will use it to communicate with artists, audiences, volunteers, financial supporters, funders, government entities, other organizations and the general public. It can appear in all correspondence, marketing, contracts and press releases.

### **Process Worksheet 1.2 – Mission Statement Worksheet**

**Vision** – Where you want to go.

*For example:* In five years we want to be the only organization in our community that reaches every third grade student through our programs.

### **Process Worksheet 1.3 – Visioning Worksheet**

**Goals** – Extend the mission of the organization into the community. They describe the intended results of your program and activities. Goals are long-term desired effects. They may never be fully achieved, but progress toward them is progress toward fulfilling your mission in the community. Goals are constructed based on the mission statement.

### **Process Worksheet 1.4 – Organizational Goals Worksheet**