

# Mission Statements

Rod Powell, SPHR, QPC

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# Review Purpose

- ▶ Mission statements should:
  - Guide the actions of an organization
  - Spell out the overall goal(s)
  - Provide a path
  - Guide on-going decision making
- ▶ Provides Framework or Context for:
  - Goals
  - Strategies
  - *Deciding if Proposed Projects are in/out of bounds*

# Review–Effective Mission Statements

- ▶ Cogently and *succinctly* spells out organization’s purpose
  - One or two sentence mission statements are most useful
- ▶ Includes:
  - Aim of organization
  - Primary stakeholders
  - How organization provides “value to stakeholders”
  - Declaration of purpose–  
*“Why do we exist?”*

# Task for This Meeting

- ▶ Develop “consensus” around a new mission statement:
  - Should be something you can remember
  - Be able to apply in ongoing decision making
  - Relate directly to mission and objectives
  - Maintain focus on eligible activities
  - Guide in compliance with Federal, State, and County requirements
- ▶ Vision statement (optional)

# RESTORE Act Advisory Committee Duties

## *Section 3 of Amended Resolution R2012-150*

*(Subject to approval by the Board of County Commissioners)*

- ▶ The RESTORE Act Advisory Committee shall have the following duties and responsibilities:
  - A. The Committee shall develop a plan, taking public input into consideration, that sets forth the final goals for the community's use of the subject RESTORE funds
  - B. The Committee shall review projects submitted to the Board of County Commissioners for consideration of funding pursuant to the RESTORE Act.
    - The Committee shall assign each project proposal into one of three categories: economic development and job creation, environmental, and infrastructure.

# RESTORE Act Advisory Committee Duties

## *Section 3 of Amended Resolution R2012-150*

*(Subject to approval by the Board of County Commissioners)*

- ▶ The RESTORE Act Advisory Committee shall have the following duties and responsibilities:
  - C. The Committee shall establish ranking criteria for its review of project proposals.
  - D. The Committee shall rank each project and compile aggregate ranked lists of the projects submitted in each category. The Committee shall then submit the lists to the Board of County Commissioners for review and approval.

# Proposed Mission Statements

- 1) Promote projects that are designed to restore the natural resources and economy of the Gulf Coast region
- 2) To utilize the best available science and community input to evaluate proposals for RESTORE ACT funding
- 3) Support a process to solicit and evaluate project proposals under the provisions of the RESTORE ACT that benefit all Escambia county residents

# Proposed Mission Statements (cont)

- 4) Our mission is to support projects for funding that are:
  - ✓ Designed to restore and protect natural resources, ecosystems, fisheries, marine and wildlife habitats, beaches, coastal wetlands or economies of the Gulf Coast
  - ✓ Compliant with procurement rules and RESTORE ACT guidelines
  - ✓ Quantifiable, ranked, and amenable to a time phased implementation plan as approved by BCC



# Consensus



- ▶ A general agreement by team members that follows discussion and debate
- ▶ Rule:
  - Don't vote
  - Don't expect unanimous agreement
- ▶ Can you “live with it?”
  - **Thumbs up or thumb side** (can live with it)
  - **Any thumb down** (can't live with it), rejects a proposal

# Concensus



**Mission**



**Vision**

# Mission Statement Development



1. **Evaluate/Review** projects that are designed to **improve** the natural resources, **job creation and economic development** of the Gulf Coast region.

2. [INSERT MISSION STATEMENT HERE]

3. [INSERT MISSION STATEMENT HERE]

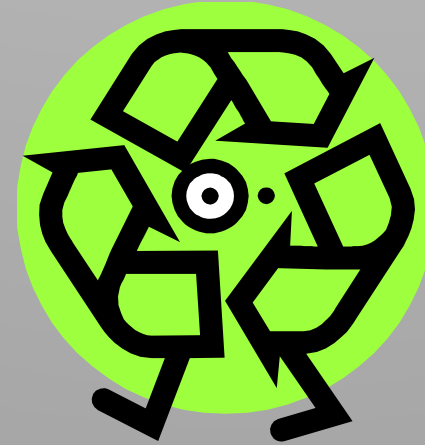
# Vision Statements

- ▶ Normally developed after the mission statement
- ▶ Vision statement: (Desired End State)
  - Desired results from implementation of organization's mission
  - One sentence statement
  - Describes a clear and often inspirational change
  - *May or may not be fully achievable*

# Vision Statement Ideas

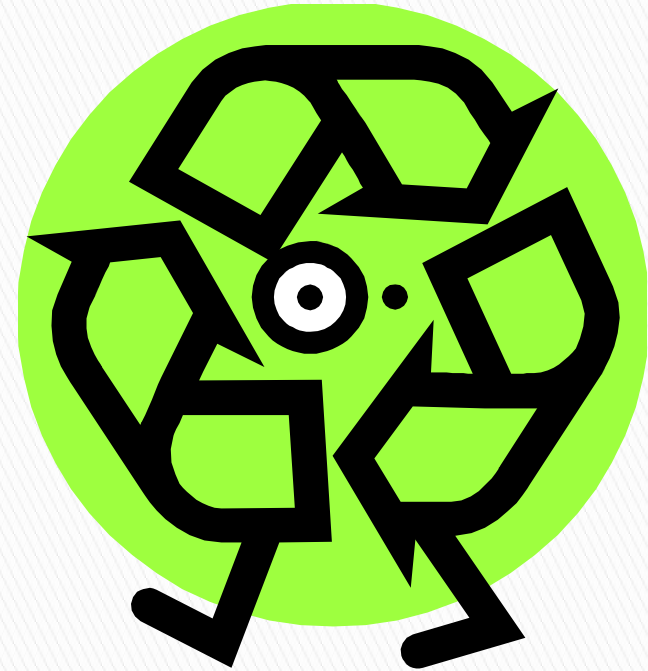
- I. Build an arc of resilience, sustainability, and quality of life that carries into the future every person and every living creature, reflecting the rich diversity of our community and our natural environment
- II. Restoring our environment restores our community
- III. Build an environment and economy in the Gulf Coast region that continuously evolves into something better for us all

# Vision Statement Development



- I. Build an arc of resilience, sustainability, and quality of life that carries into the future every person and every living creature, reflecting the rich diversity of our community and our natural environment
  - I. Include “tourism”
  2. To restore and perpetuate Escambia County to the same condition as it was before the oil spill]
  3. Propelling forward the resilience, sustainability, and quality of life

# Summary



## Mission

INSERT STATEMENT HERE

## Vision

INSERT STATEMENT HERE