

## **IDENTIFYING GERVAIS SCHOOL DISTRICT'S MISSION STATEMENT**

### **Definition**

A mission statement identifies the **purpose** of an organization. Example...Nature Air's mission statement is: *Offer travelers a reliable, innovative, and fun airline to travel within Central America.* A well-written mission statement clearly communicates what has **heart and meaning** for an organization. There is tremendous variety in mission statements and **there is no one correct way to create them.** They should be creative and not something like: *All students can learn and will be successful.* If possible, they should be **unique.** They are more about the **what** than the **how.** Large, private sector companies take many months and spend hundreds of thousands of dollars to carefully develop a mission statement that will build their brand name.

### **The Difference Between Mission and Vision Statements**

A **vision statement** is what you want to achieve in your desired, successful future. It represents **the end goal.** It should inspire and challenge employees. It answers the question, if GSD achieved all of its strategic goals what would it look like **three years** from now? A **mission statement** is all about **purpose** and why an organization was founded and exists.

### **A Relevant, Well-written Mission Statement Will Help to:**

- Build the district's organizational culture
- Publicly announce the special distinctiveness, uniqueness, and originality that sets GSD apart from other school districts in Oregon
- Help hire the right people to fit the positive district culture
- Enable staff to better understand districtwide decisions, organizational changes, and resource allocations
- Gain a shared understanding of GSD's priorities

If an organization can't define its key reason for existing (**mission**) or what it wants to become (**vision**), how can it align its people, processes, budget, or services toward a successful future? Most leaders in these organizations manage from day-to-day; they do not lead.

## **Well-Written Mission Statements Have *Five* Essential Components**

They should be **(1) succinct**. From TED: *Spread ideas*.

They should be **(2) memorable**. From a Midwest elementary school: *We share, we dare, and we care*.

A mission statement should be something that can be **(3) easily written** everywhere (i.e., the bottom of district social media announcements, top of district stationary, in every classroom, the entrance to each building, etc.). Example from Tesla: *To accelerate the world's transition to sustainable energy*.

Mission statements must shout out an organization's **(4) purpose**. From the Deschutes River Conservancy: *Restore streamflow and improve water quality in the Deschutes basin*.

The mission statement should be as **(5) unique** as possible. From MAAD: *Stop drunk driving, support the victims of this violent crime, and prevent underage drinking*.

### **More Mission Statement Examples to Consider**

Sisters School District: *Community connected education that creates belonging, prepares, and inspires*.

WinCo Foods: *LOW PRICES, Every Aisle, Every Department, Every Day*.

St. Helens School District: *Strengthening community through exceptional schools*.

Patagonia: *Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis*.

**Succinct, Memorable, Easily Written, Purposeful, Unique**