

Developing Mission and Vision

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Components of a Strategic Plan

1. Executive Summary or Abstract
2. History, Accomplishments
3. Mission
4. Vision
5. Goals
6. Objectives (“Recommendations” in Blueprint)
7. Activities – including Partners, Measurements and Timeline
8. Appendices - *appendices often include information that is somewhat confidential, detail-oriented and/or tends to change a lot*
 - A) Description of Strategic Planning Process Used -- Describes the process used to develop the plan, who was involved, the number of meetings
 - B) Strategic Analysis Data -- Includes information generated during the external and includes listing of strategic issues identified during these analyses.
 - C) Budget Planning -- Depicts the resources and funding needed to obtain and use the resources needed to achieve the strategic goals.
 - D) Monitoring and Evaluation of Plan
 - E) Communication Plan

Mission and Vision

Mission

- A **mission statement** answers the question, “Why do we exist?”
- Complete these statements to determine a mission:
- We want to achieve this aim/reach this audience:
- We do this by these actions:
- We do this for this reason:

Vision

- A **vision statement** answers the question, “What do we want to see in the future?”
- Answer these questions to determine a vision:
- Where do we want to be in the future?
- How great can we become?
- What do we want to create together?

Our Visioning Process today

Solo exercise: 3 minutes

- Write the headline for a story in the Minneapolis press in the year 2023 covering the successful prevention of youth violence in Minneapolis.

Small group work: 10 minutes

- Everyone shares their headline and group creates a group headline.

Large Group work: 15 minutes

- Representative of each group shares their headline
- Themes for vision and mission are captured
- Large group discusses and ranks concepts to include in vision and mission statements

National Forum Cities Strategic Plan Comparison

City-Boston

Mission/Vision

Youth and families thriving in safe and healthy neighborhoods, vibrant with opportunities for personal, spiritual, educational and economic growth.

Strategic Goals

1. Facilitate interagency communication and information sharing.
2. Promote citywide civic engagement focused on youth violence reduction.
3. Enhance and coordinate multi-disciplinary, and data-driven: PREVENTION, INTERVENTION, ENFORCEMENT, and REENTRY.

City - Chicago

Mission/Vision

Our goal is to create a Chicago where all youth are safe, healthy, and educated. We will work to ensure that every young person has the strong protective factors they need to develop positively.

Strategic Goals

- Through a multi-disciplinary partnership with Cook County, State of Illinois, community organizations, businesses, and others, we will cut violent crime in Chicago in half by the year 2020. Our initiatives will target the young people who are disproportionately both the victims and perpetrators of this violence.
- Three key Initiatives:
 - 1. Prevention
 - 2. Intervention
 - 3. Response (including Enforcement and Re-Entry).

National Forum Cities Strategic Plan Comparison

City – Detroit

Mission/Vision

Detroit envisions a city where youth and education are valued, it is safe to walk the streets, conflicts are resolved nonviolently, and young men and women have real job and career opportunities. The city recognizes that part of what they must do as a community is to shift the frame from one where youth are seen as the problem to one where they are seen as part of the positive future of our city.

Strategic Goals

- Change the culture to embrace non-violent conflict resolution.
- Really understand the realities youth face.
- Prevention strategies are always the first choice.
- Prevention strategies focused on helping youth carve career paths are a priority.
- Schools that work, students attending school.
- Community empowerment, empowered adults and youth working together to change the conditions of their neighborhoods
- Address the challenge of crews and gangs.

City - Memphis

Mission/Vision

Memphis will be a city where all children and youth, valued and nurtured by strong families and communities, are fully prepared for lifelong success.

Strategic Goals

- **Prevention Goal:** Children, youth, and families at risk for youth violence access high quality resources that effectively protect them from risks by promoting positive child, youth, and family development.
- **Intervention Goal:** Youth who demonstrate behavior problems access effective resources to help them develop positive behaviors and build resiliency to risks for youth violence.
- **Enforcement Goal:** Youth crime is deterred and safe environments foster healthy youth and families.
- **Reentry Goal:** Youth offenders reentering the community access effective resources to support them in becoming successful members of society.

National Forum Cities Strategic Plan Comparison

City - Salinas

Vision: “A Peaceful Community.”

Mission: Reduce gang and youth violence by addressing the underlying causes.

Strategic Goals

1. There is a single operational structure that manages action and progress.
2. Action is research and data-driven.
3. The youth are at the center.
4. There is deep and meaningful engagement with the community.

City - San Jose

Vision: Safe and healthy youth connected to their families, schools, communities, and their futures.

Mission: We exist to ensure safe and healthy opportunities for San José’s youth, free of gangs and crime, to help them realize their hopes and dreams, and become successful and productive in their homes, schools, and neighborhoods.

Strategic Goals

- Service delivery
- Education and public awareness
- Capacity building
- Crisis response
- Local, state, and national collaboration
- Re-entry
- Public/private partnerships

Concepts from the Blueprint for Action

- Public Health Approach
- Multi-faceted plan that engages the entire community
- Address root causes
- Reduce and prevent youth violence in Minneapolis
- Holistic response
- Common vision to bring together disparate efforts
- Surround youth and their families with support and opportunities, while holding them accountable for their actions
- Everyone in the Minneapolis community needs to embrace the core value that youth violence affects each of us and each of us has a role to play to keep our children and youth safe.
- Our (Minneapolis') students are the key to our competitiveness
- Solution requires a long-term commitment to a comprehensive set of strategies
- Can't enforce our way out of this issue
- Resiliency
- **4 Goals: Connect Youth to trusted adults; Intervene at the first sign that youth are at risk for violence; Restore youth who have gone down the wrong path; Unlearn the culture of violence in our community**

Concepts from the Blueprint for Action – Mission or Vision or Other

- Public Health Approach -**O – FRAMEWORK**
- Multi-faceted plan that engages the entire community -**M**
- Address root causes -**M**
- Reduce and prevent youth violence in Minneapolis-**M**
- Holistic response-**M**
- Common vision to bring together disparate efforts -**V**
- Surround youth and their families with support and opportunities, while holding accountable for their actions - **M**
- Everyone in the Minneapolis community needs to embrace the core value that youth violence affects each of us and each of us has a role to play to keep our children and youth safe.- **V**
- Our (Minneapolis’) students are the key to our competitiveness-**O**
- Solution requires a long-term commitment to a comprehensive set of strategies –**M**
- Can’t enforce our way out of this issue-**V**
- Resiliency-**M**
- 4 Goals: Connect Youth to trusted adults; Intervene at the first sign that youth are at risk for violence; Restore youth who have gone down the wrong path; Unlearn the culture of violence in our community- **M**