

Developing a Project Vision and Mission Statement

Juvenile Healing to Wellness Court Development and Planning

Tribal Youth Resource Center
Strategic Planning Resource Materials
Updated Spring 2021



Open and Sharing



Developing a Project Vision Statement

Where does your team want to go on this journey? What do you see happening for your community?



A vision statement is-

- ❖ **Important-** It is a visualization of what the organization intends to become. **Think long term.**
- ❖ **Future oriented-** Keeps the team moving forward.
- ❖ **Optimistic-** It embodies hopes, ideals, and gives a sense of purpose.
- ❖ **Descriptive, but concise** It can present a description of your project as you would like to see it in five, ten, or more years. Short and easy to remember.
- ❖ **Encompassing-** All strategies and objectives are directed toward the vision of the organization.
- ❖ **Consistent** with the mission statement.
 - ❖ **TYRC vision- “A future where indigenous youth thrive through traditional life ways.”**

A vision statement is not-

- ❖ A short-term/present-tense goal.
- ❖ The project mission statement.

Discussion

Based on the previous points- What about these visions statements work well? What about these visions statements does not work well?

- "To sell food in a fast, friendly environment that appeals to price conscious, health-minded consumers..." (KFC, 2013)
- "To supply outstanding service and solutions through dedication and excellence."

Example Wellness Court Vision Statements

General Examples:

- ❖ *“Our Tribal community will have the resources and support needed to live healthy sober lives.”*
- ❖ *“To see healthy adults and youth, who are grounded in our community culture and values.”*

Quapaw Tribe Juvenile Healing to Wellness Court:

- ❖ *“Our vision is to see Quapaw youth and families living healthy and happy lives.”*

Fort McDowell Yavapai Nation

- ❖ *“The vision of the Fort McDowell Adult Wellness court is to reduce recidivism by actively supporting Fort McDowell community members to live healthy, spiritual, sober lifestyles, and to be caring positive role models for future generations.*

Questions to Ask When Drafting Your Vision Statement-

- ❖ Inspiring- Does it motivate us?
- ❖ Concise and Clear?
- ❖ Appealing to the stakeholders?
- ❖ Consistent with our Mission and Goals?



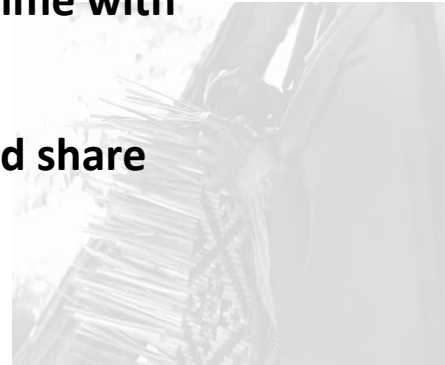
Other Considerations When Drafting the Vision Statement

- ❖ Who will be included in drafting the vision statement?
- ❖ Have we considered each team member's insight into the vision of the project?
- ❖ Have we considered stakeholder feedback?
 - Specifically, have we considered youth and family input or feedback?
- ❖ Are there existing vision statements for our justice or youth and family serving programs?



Stop and Reflect

- ❖ **Think about two to three community or personal ideals you would want to consider as part of your vision statement.**
 - **Write the ideals down, and share them for your discussion time with your team.**
- ❖ **What are your hopes for your community related to this project?**
 - **Write the hopes down, and share them for your discussion time with your team.**
- ❖ **More specifically what are the hopes you have for your youth?**
 - **Write down two to three hopes you have for your youth, and share them during the discussion time with your team.**



Developing a Project Mission Statement

What is the compass that will guide this journey?



A mission statement-

- ❖ **Grounds the vision** in practical terms. (See [Community Toolbox](#), Univ. of Kansas)
- ❖ **A formal summary** of the aims of the organization.
- ❖ **Clear and Concise.** A statement, usually one to two sentences.
- ❖ **Answers important questions** such as, Who are we? What do we do?, For Whom?, and For What Purpose?
- ❖ Beyond feelings of inspiration, **includes the actions of the organization.**

A mission statement is not-

- ❖ **Future-based,** A mission statement speaks to the present actions of the organization.
- ❖ **A general statement of good intentions.** A mission statement should be specific to the unique work being conducted.

Discussion

Based on the previous points- What about these mission statements work well? What about these mission statements does not work well?

- Here's the first sentence of Barnes & Noble's mission statement: "Our mission is to operate the best specialty retail business in America, regardless of the product we sell."
Here's the third sentence: "To say that our mission exists independent of the product we sell is to demean the importance and the distinction of being booksellers."
- "Respect, Integrity, Communication, and Excellence."

Example Wellness Court Mission Statements

General Examples:

- ❖ *“Our mission is to implement a collaborative healing to wellness court for Tribal youth that honors, promotes, and fully integrates culture.”*

Healing to Wellness Court Examples:

- ❖ *“The mission of the Quapaw Tribe of Oklahoma Healing to Wellness Court is to provide a team-based approach to intervene in the alcohol and substance use issues of juveniles and young adults within our tribe and surrounding Tribal communities. The Wellness Court will promote not only physical but emotional healing for youth participants to recover and enjoy life as law abiding citizens of their Tribal community.*
- ❖ *The mission of the Penobscot Nation Adult Healing to Wellness Court is to combine the judicial oversight and powers of the Court with local healing and wellness services, to better address any and all underlying or co-occurring substance or mental health issues of court-involved individuals.*

Other Considerations When Drafting the Mission Statement

- ❖ Who will be included in drafting the mission statement?
- ❖ Have we considered each team member's insight into the mission of the project?
- ❖ Have we considered stakeholder feedback?
 - Specifically, have we considered youth and family input or feedback?
- ❖ Are there existing mission statements for our justice or youth and family serving programs?



Stop and Reflect

- ❖ **Think about the 4 Questions that were posed and the responses to assist with formulating a Mission statement. Each core team member should share answers to these questions to assist with designing/formulating the mission statement.**
 - **Who are we?**
 - **What do we do?**
 - **Who is our target service group?**
 - **For what purpose?**



Why Develop a Mission and Vision Statement?

- **Provides a Foundation-** unifies the team and focus the organization on what's really important.
- **Contributes to Strategic Planning-** Provide a basis for developing other aspects of your strategic plan.
- **Opportunity to share your inspired dream** (vision) and **why your program exists** (mission).
- Lessons Learned in Implementing the First Four Wellness Courts-
<https://www.ojp.gov/pdffiles1/nij/grants/231168.pdf>

Starting Points for the Team

- ❖ **Work together to define the shared values of the team.**
- ❖ **Work through the responses to the reflection points for the Mission and Vision sections of material.**
- ❖ **Consider the relationships involved.**
 - **The relationship between the people who will conduct the program/court services.**
 - **The relationship between the people that will utilize the services being offered and the court/service team.**
 - **The impact that the program will have on the community.**
- ❖ **Work together to draft mission and vision statements.**



How do we share our vision and mission statement?

- ❖ Postcards for program participant mailings.
- ❖ Posters for program participants, tribal leaders, program partners.
- ❖ Public Service Announcements and Brochures.
- ❖ Shareable items to communicate that resources are available.
- ❖ Online via Tribal websites, social media, or other news outlets. Examples:

<https://www.penobscotnation.org/departments/tribal-court/tribal-court-staff-and-contact?id=25>

<https://www.facebook.com/BH2WC/>



Wrapping Up

- ❖ Developing the mission and vision is a helpful exercise for your team, and can assist with identifying the core values and purpose of the work.
- ❖ Mission and vision statements are grounding statements, but that does not mean they are final. Some missions and visions change and/or broaden over time.
- ❖ Remember that while youth are at the center of the mission, purpose and goals of the healing to wellness court, community feedback can be helpful in shaping the vision and mission statements of the court. Use focus groups, public forums, or general surveys to gain feedback for services that may be included as part of the vision/mission of the court.



The [Tribal Youth Resource Center](#) is led by the [Tribal Law and Policy Institute](#) in partnership with the [National Native Children's Trauma Center](#)



Need more assistance? Just let us know.

You can contact us by reaching out to your assigned Training and Technical Assistance Specialist or you can email us at TribalYouth@TLPI.org

When you email please note that you need assistance with strategic planning. We will connect you with your TTA specialist or any needed resources.