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Developing a Project Vision and Purpose Statement

Juvenile Healing to Wellness Court Planning and Development

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▶ OPENING EXERCISE





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▶ Tribal Youth Resource Center

- ❖ **Our Vision-** Envisioning a future where Indigenous youth thrive through traditional lifeways.
- ❖ **Our Purpose-** Enhancing the opportunities for Indigenous communities to expand their potential in protecting and nurturing their most sacred asset- the youth.



▶ DEVELOPING A PROJECT VISION STATEMENT

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/Emotive-** 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.
- ❖ **Consistent-** with the mission/purpose statement.
- ❖ **Ambitious-** A vision statement should be ambitious, but should avoid metrics.
 - ❖ **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/purpose statement.

▶ DEVELOPING A PROJECT VISION STATEMENT

Why should we write a vision statement?

- An inspiring vision statement is motivational.
- Provides focus for the project and the selected goals/objectives.
- Aligns the work with community values.

▶ DISCUSSION

Based on the previous points, which of these statements is a better vision statement? Why?

- ❖ **Vision Statement 1:** “To supply outstanding service and solutions through dedication and excellence to thousands of people.”
- ❖ **Vision Statement 2:** “We will help people live longer, healthier, happier lives.”

▶ EXAMPLE OF 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 Purpose/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 community 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.



► Where do we start?

- Set up a time to meet with your Community Advisory Circle/Committee (Working Group)
- Complete the Vision Statement Development Activity with your Working Group (Handout/Activity)



▶ DEVELOPING A PROJECT PURPOSE STATEMENT

A purpose/mission statement is:

- ❖ **Grounds the vision** in practical terms. (See [Community Toolbox](#), Univ. of Kansas)
- ❖ **A formal summary** of the aims/objectives 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 purpose/mission statement **is not**:

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

▶ DEVELOPING A PROJECT PURPOSE STATEMENT

Key Areas of a Purpose/Mission Statement:

- What you do- What are the services/actions that you complete?
- Why you do it- What do you address as part of this work?
- How you do it- Are there specific functions that you should mention?
- Where you do this work- What community are you located in?
- Who you do the work for- Who are the recipients of these services?

Not all purpose/mission statements include every part- but should include the what and the why.

DISCUSSION

Based on the previous points, what about these purpose/mission statements work well? What about these purpose/mission statements does not work well?

- ❖ “To provide advice and support to empower anyone experiencing a mental health problem. We campaign to improve services, raise awareness, and promote understanding.” (Mind, Mental Health Charity)
- ❖ “Respect, Integrity, Communication, and Excellence.”

▶ Purpose Statement Examples

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 Purpose Statement

- ❖ Who will be included in drafting the purpose/mission statement?
- ❖ Have we considered each team member's insight into the purpose of the project?
- ❖ Have we considered stakeholder feedback?
 - Specifically, have we considered youth and family input or feedback?
- ❖ Are there existing purpose/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 Purpose statement.
- ❖ As part of the purpose, each core team member should share answers to these questions to assist with designing/formulating the purpose statement.
 - ❖ Who are we?
 - ❖ What do we do?
 - ❖ Who do we want to support?
 - ❖ For what purpose?
- ❖ **Next steps-** Complete the Purpose Statement Activity



▶ Why Develop Purpose and Vision Statements?

- ❖ **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** (purpose).
- ❖ **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 Purpose 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 purpose and vision statements.**



▶ Sharing our Purpose and Visions

- ❖ 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 purpose and vision is a helpful exercise for your team, and can assist with identifying the core values and purpose of the work.
- ❖ Purpose and vision statements are grounding statements, but that does not mean they are final. Some purpose 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 purpose/mission statements of the court. Use focus groups, public forms, or general surveys to gain feedback for services that may be included as part of the vision/purpose of the court.



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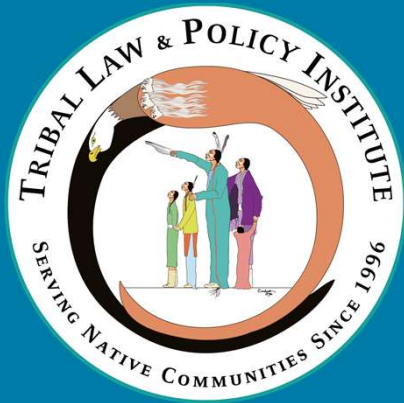


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Dedicated to providing free publication resources, comprehensive training, and technical assistance for Native nations and tribal justice systems in pursuit of our vision to empower Native communities to create and control their own institutions for the benefit of all community members, now, and for future generations.

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Tribal Healing to Wellness Court



**Capacity Building
CENTER FOR TRIBES**



Walking on Common Ground





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