Teacher Resource #1:
Vision/Mission/Values

Definitions

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| MISSION | This specifies an organization’s purpose or **reason for being**. It should capture the essence of the organization, what it does, and for whom. This statement should guide daily activities, decisions, and organizational culture. It is the primary standard against which the organization’s plans and programs should be evaluated. |
| VISION | This is aspirational and describes what the organization is **trying to become**. This statement will often include what the organization will focus on or value to realize its purpose. This statement clarifies how the world will be different because of the organization. It can stir emotions and usually includes universal values such as respect and integrity. |
| VALUES | These are **principles and ideals** that bind the organization together (including the customers, employees, vendors, and all stakeholders). They are developed to frame an ethical context for the organization, and to many they are the “ethical standards” of the organization—the foundation for decision-making within the organization. |