

Developing Task Force Mission/Vision

"Process is more important than product." **"Shared Mission-Shared Vision"**

Values & Goals

- What do I value?
- What are my individual goals?
- What do we value collectively?
- What are our collective goals?

Mission/Establishing Purpose

- Why do we exist?
- What are we here to do together?
- What is the business of our business?
- Sample Mission Statements
 - Wal-Mart (1990) "Become a \$125 billion company by the year 2000"
 - Sony (1950's) "Become the company most known for changing the worldwide poor-quality image of Japanese products"
 - Boeing (1950) "Become the dominant player in commercial aircraft and bring the world into the jet age"
 - Ford Motor Company (early 1900's) "Ford will democratize the automobile"
 - Wal-Mart "To give ordinary folk the chance to buy the same thing as rich people."
 - Mary Kay Cosmetics "To give unlimited opportunity to women."
 - 3M "To solve unsolved problems innovatively."
 - Merck "To preserve and improve human life."
 - Walt Disney "To make people happy."

Vision/Instilling Sense of Direction

- If we are true to our purpose now, what might we become at some point in the future?
- Vision presents a realistic, credible, attractive future for the organization-a future that is better and more desirable in significant ways than existing conditions.
- Vision is an organization's preferred future, and it offers a target that beckons.
- Focus on behavior rather than belief. It's easier to monitor behavior than it is belief.
- Focus on us, on our individual and collective responsibilities.
- Possible Stems:
 - If the students of MCEA schools are to... we must...?
 - If the Educational Technology Task Force is to become...we must...?
 - In order to become...we must strive to achieve and maintain the following standards...?

MCEA Mission Statement

The Middle Cities Education Association is a consortium of urban school districts, which was formed out of a shared commitment to improving educational opportunities for the urban learner. The unique mission and emphasis of Middle Cities is to serve as an advocate for member districts to insure quality educational programs for all urban students.