

Commission on Aging Mission/Vision Statement Consideration

Purpose

The purpose of this item is to engage the Commission in a first consideration and possible adoption of a mission and/or vision statement. Although the Commission's legislative mandate and operational goals have been identified and presented on the Commission's website, a mission and vision statement do not exist. To aid in the creation of a proposed mission and vision statement, the attached statements have been put forward by the Executive Director for possible adoption. This consideration follows a meeting of the Operational Procedures & Bylaws Committee held February 19, 2019, where the Committee discussed the benefits of creating a mission and/or vision statement, and subsequently directed staff to create language for consideration at the March 25, 26, 2019 meeting. The Committee also discussed the benefits of creating policy priorities at a later meeting of the Commission. For purposes of time, this item deals specifically with the mission and vision statements.

Background

Since 2005, the Commission on Aging has implemented a three-year Operations Plan which typically includes three to five policy areas of interest to guide administrative and advocacy efforts. The most recent plan was developed for January 2018 through December 2020. The preface of the plan states, "The California Commission on Aging Operations Plan for January 2018 – December 2020 outlines the application of available resources toward three primary responsibilities: Advocacy, Advisory and Information Dissemination."

Each of the three areas of primary responsibility lists three goals; within the nine goals in total are 34 complementary strategies for carrying out the overarching goal. The Operational Plan's preface identifies three critical policy concerns toward which the Commission will direct its efforts as:

- Poverty
- Elder protection
- Healthcare and community living

Additionally, the plan's purpose is to distinguish and measure the Commission's role as the state-mandated voice for older adults: and to serve as a working blueprint to guide, prioritize, and review current activities and new opportunities.

This year marks a new Governor, Gavin Newsom, new legislative members and legislative session. At the Congressional level, the 116th Congress brings a new congressional session, House and Senate composition. The California State Assembly Committee on Aging & Long-Term Care named a new Chair, Assemblymember Adrin Nazarian. The California State Senate Human Services Committee also named a new Chair, Senator Melissa Hurtado. On February 7, 2019 Senator Hannah-Beth Jackson introduced a Master Plan on Aging bill. Also, on February 13, 2019 in his State of the State Address, Governor Newsom, called for a new Master Plan on

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Aging. As the “principal advocate body to the State of California on behalf of older individuals,” the Commission is poised to take an active role “in the consideration of all legislation and regulations made by state and federal departments and agencies relating to programs and services that affect older individuals.”

With the above-mentioned mandate as the jumping off point, it will be important for the Commission to be both informed and engaged in state and national policy development, and to respond to relevant issues that may fall outside of the goals set within the past Administration as outlined in the Operations Plan for January 2018 – December 2020. Thus, to ensure the Commission’s goals, and/or policy concerns reflect the current environment, this year presents a potential opportunity to refresh, reframe, or revisit the current Operations Plan with the consideration of adopting a broader strategic focus going forward. The Commission may also benefit from developing policy priorities to ensure pertinent issues are captured in legislative considerations. The consideration of policy priorities, however, may need to take place at a later meeting of the Commission to ensure an adequate amount of time and consideration has been given to the creation of a mission and vision statement.

Analysis

On February 19, 2019, the Commission’s Operational Procedures and Bylaws Committee evaluated the existing Operations Plan to ensure that it sufficiently addressed relevant issues and concerns presented within the current political landscape. The Committee considered adjusting current goals and strategies to reflect an evolving political dialogue and elected to potentially develop a mission and vision statement in March 2019, and possibly identify additional policy priorities to better inform the overall efforts of the Commission at a later meeting in 2019.

The proposed mission and vision statements presented at the first reading in March 2019 have been created with language developed in the Commission’s Operations Plan for January 2018 through December 2020. Staff is prepared to discuss and answer questions on the content of the mission and vision statement.

Discussion/Consideration

- Proposed mission statement language:
 - To advance solutions, promote culturally responsive opportunities, and address longevity challenges that ensure a positive aging experience for California’s older adults and persons with disabilities.
- Proposed vision statement language:
 - As a state-mandated voice for California’s older adults and persons with disabilities, we seek to promote age-friendly services and communities, ensure justice in the aging process, promote social connectivity, caregiver support, educational and workforce planning to encourage a dignified aging experience.

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Mission and Vision Statement Purpose

Mission Statement Purpose

The mission statement is a concise description of the purpose of the organization. It answers the question: Why does our organization exist? When answering this question, include the nature of your products and services, and the various groups of customers that buy the products and services. The mission statement should provide continued direction and focus to your plans and operations. Post your mission statement throughout your organization, on all stationery, in your plan documents, etc.ⁱ

Developing a Mission Statement

Basically, the mission statement describes the overall purpose of the organization.

2. If the organization elects to develop a vision statement before developing the mission statement, ask “Why does the image, the vision exist -- what is its purpose?” This purpose is often the same as the mission.
3. Developing a mission statement can be quick culture-specific, i.e., participants may use methods ranging from highly analytical and rational to highly creative and divergent, e.g., focused discussions, divergent experiences around daydreams, sharing stories, etc. Therefore, visit with the participants how they might like to arrive at description of their organizational mission.
4. When wording the mission statement, consider the organization's products, services, markets, values, and concern for public image, and maybe priorities of activities for survival.
5. Consider any changes that may be needed in wording of the mission statement because of any new suggested strategies during a recent strategic planning process.
6. Ensure that wording of the mission is to the extent that management and employees can infer some order of priorities in how products and services are delivered.
7. When refining the mission, a useful exercise is to add or delete a word from the mission to realize the change in scope of the mission statement and assess how concise is its wording.
8. Does the mission statement include sufficient description that the statement clearly separates the mission of the organization from other organizations?

Proposed California Commission on Aging Mission Statement

To advance solutions, promote culturally responsive opportunities, and address longevity challenges that ensure a positive aging experience for California’s older adults and persons with disabilities.

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Vision Statement

The vision statement is an inspirational, compelling answer to the question: What do you hope for your organization and customers? Ideally, it should be written in a compelling, inspirational fashion. Post your vision statement throughout your organization.ⁱⁱ

Developing a Vision Statement

1. The vision statement includes vivid description of the organization as it effectively carries out its operations.
2. Developing a vision statement can be quick culture-specific, i.e., participants may use methods ranging from highly analytical and rational to highly creative and divergent, e.g., focused discussions, divergent experiences around daydreams, sharing stories, etc. Therefore, visit with the participants how they might like to arrive at description of their organizational vision.
3. Developing the vision can be the most enjoyable part of planning, but the part where time easily gets away from you.
4. Note that originally, the vision was a compelling description of the state and function of the organization once it had implemented the strategic plan, i.e., a very attractive image toward which the organization was attracted and guided by the strategic plan. Recently, the vision has become more of a motivational tool, too often including highly idealistic phrasing and activities which the organization cannot realistically aspire.

Proposed California Commission on Aging Vision Statement

As a state-mandated voice for California's older adults and persons with disabilities, we seek to promote age-friendly services and communities, ensure justice in the aging process, promote social connectivity, caregiver support, educational and workforce planning to encourage a dignified aging experience.

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Article from Hubspot: “17 Truly Inspiring Company Vision and Mission Statement Examples”ⁱⁱⁱ

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Think about those brands you purchase from over and over, even when there are cheaper options out there. Why do you choose the ones you choose?

Do you usually fly on a particular airline? Do you buy your coffee from the same place every morning? Do you recommend a specific restaurant whenever out-of-towners ask for suggestions? Well, there's a good reason for it.

The reason we stay loyal to brands is because of their values. The best brands strive to combine physical, emotional, and logical elements into one exceptional customer (and employee) experience that you value as much as they do. Nowhere are those values more visible than in the company's mission statement.

When you successfully create a connection with your customers and employees, many of them might stay loyal to you for life. This helps you increase your overall profitability while building a solid foundation of brand promoters.

But achieving that connection is no easy task. The companies that succeed are ones that stay true to their core values over the years and create a company that employees and customers are proud to associate with.

That's where company vision and mission statements come in.

Mission Statement vs. Vision Statement

Let's start with a bit of a vocabulary lesson to differentiate between these two types of company statements.

Vision Statement

A **vision statement** describes where the company aspires to be upon achieving its mission. This statement reveals the "where" of a business -- but not just where the *company* seeks to be. Rather, a vision statement describes where the company wants a *community*, or the *world*, to be as a result of the company's services.

Below are some vision statements from well-known companies to give you a sense of how a vision represents a brand.

- Alzheimer's Association: A world without Alzheimer's disease.

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- Teach for America: One day, all children in this nation will have the opportunity to attain an excellent education.
- Creative Commons: Realizing the full potential of the internet -- universal access to research and education, full participation in culture -- to drive a new era of development, growth, and productivity.
- Microsoft (at its founding): A computer on every desk and in every home.
- Australia Department of Health: Better health and wellbeing for all Australians, now and for future generations.

Mission Statement

If the above examples are vision statements, what's a mission statement? A **mission statement** is, in some ways, an action-oriented vision statement, declaring the purpose an organization serves to its audience. That often includes a general description of the organization, its function, and its objectives. Ultimately, a mission statement is intended to clarify the "what," the "who," and the "why" of a company. It's the roadmap for the company's vision statement.

As a company grows, its objectives and goals may be reached, and in turn they'll change. Therefore, mission and vision statements should be revised as needed to reflect the business's new culture as previous goals are met.

Both mission and vision statements are often combined into one comprehensive "mission statement" to define the organization's reason for existing and its outlook for internal and external audiences -- like employees, partners, board members, consumers, and shareholders.

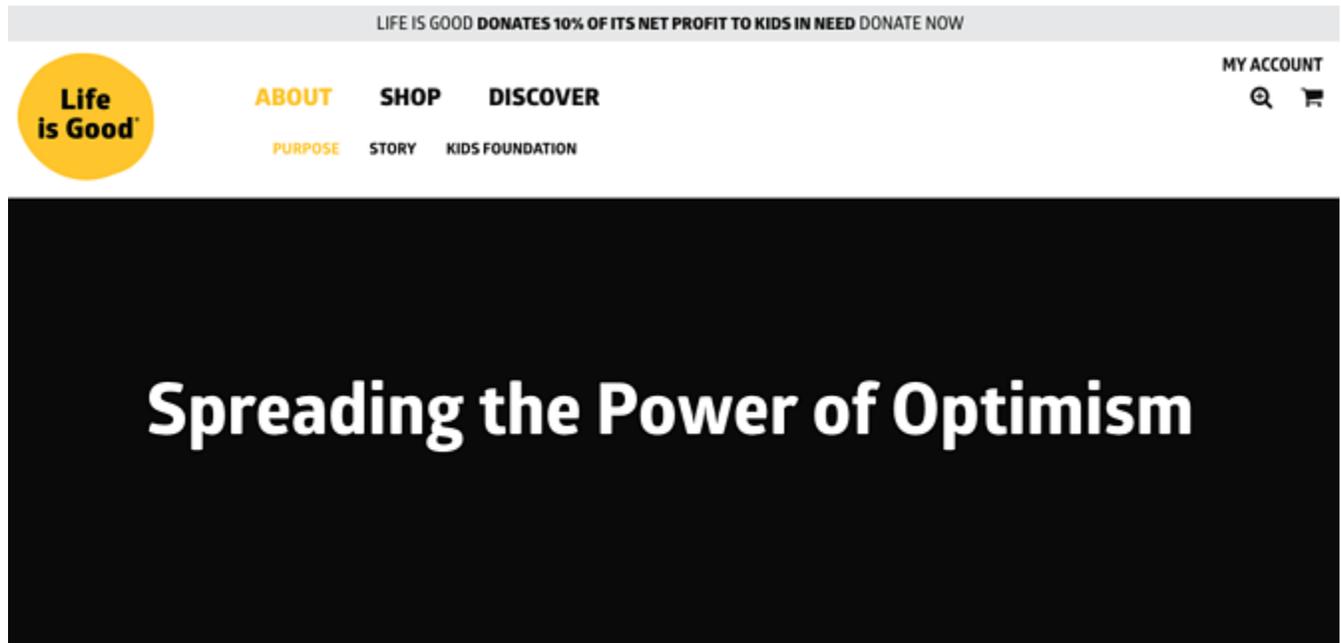
With that in mind, what does a good mission statement look like? Check out some of the following company mission statements for yourself -- and get inspired to write one for your brand.

(More from this blog on the following page.)

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Best Vision and Mission Statement Examples From Real Companies

1. Life Is Good: To spread the power of optimism.



The Life is Good brand is about more than spreading optimism -- although, with uplifting T-shirt slogans like "Seas The Day" and "Forecast: Mostly Sunny," it's hard not to crack a smile.

There are a ton of T-shirt companies in the world, but Life is Good's mission sets itself apart with a mission statement goes beyond fun clothing: to spread the power of optimism. This mission is perhaps a little unexpected if you're not familiar with the company's public charity: How will a T-shirt company help spread optimism? Life is Good answers that question below the fold, where what the mission means is explained in more detail, with links to programs implemented to support it: its #GrowTheGood initiative and the Life is Good Kids Foundation page. We really like how lofty yet specific this mission statement is -- it's a hard-to-balance combination.

2. sweetgreen: To inspire healthier communities by connecting people to real food.

Notice that sweetgreen's mission is positioned to align with *your* values -- not just written as something the brand believes. We love the inclusive language used in its statement, letting us know that the company is all about connecting its growing network of farmers growing healthy, local ingredients with us -- the customer -- because we're the ones who want more locally grown, healthy food options.

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The mission to *connect people* is what makes this statement so strong. And that promise has gone beyond sweetgreen's website and walls of its food shops: The team has made strides in the communities where it's opened stores as well. Primarily, it provides education to young kids on healthy eating, fitness, sustainability, and where food comes from. The sweetlife music festival attracts 20,000 like-minded people every year who come together to listen to music, eat healthy food, and give back to a cause -- the sweetgreen in schools charity partner, FoodCorps.

3. Patagonia: Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis.



Patagonia's Mission Statement

Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis.



Patagonia's mission statement combines both the values that bring them market success (building safe, high-quality products) *and* the values that contribute to a better world (philanthropic efforts to help the environment). For the people behind the brand, "a love of wild and beautiful places demands participation in the fight to save them." In the name of this cause, the company donates time, services, and at least 1% of its sales to hundreds of grassroots environmental groups around the world.

If your company has a similar focus on growing your business *and* giving back, think about talking about both the benefit you bring to customers and the value you want to bring to a greater cause in your mission statement.

ⁱ <https://managementhelp.org/freenonprofittraining/strategic-plan-framework.htm>

ⁱⁱ <https://managementhelp.org/freenonprofittraining/strategic-plan-framework.htm>

ⁱⁱⁱ <https://blog.hubspot.com/marketing/inspiring-company-mission-statements>