

WHAT'S YOUR MISSION?

With your vision in mind, the mission – the connection between where the community is now and where it wants to go in the future – can be established. Mission statements tell the world what you do and why it matters. Mission statements are typically a one-sentence statement describing the reason an organization or program exists. They should be simple, direct, clear, and easy to remember and provide practical guidance about the initiative's priorities, actions, and responsibilities.

Example of Mission Statements:

[The Texas System of Care exists] To strengthen the collaboration of state and local efforts to weave mental health supports and services into seamless systems of care for children, youth and their families.

Our [Alameda County Behavioral Health Care Services] mission is to maximize the recovery, resilience and wellness of all eligible Alameda County residents who are developing or experiencing serious mental health, alcohol or drug concerns.

Nebraska will improve the lives of children, youth and families by working within partnerships to transform Nebraska System of Care.

What you'll need:

- Paper and pens for brainstorming. Index cards that are color-coded for responses to specific questions work great.
- A whiteboard or big flip charts for the group facilitator.

Who you'll need:

- An objective facilitator, someone who can keep the ideas flowing and conversations going.
- 10 to 30 members of your core leadership team.

How much time you'll need:

- One to two hours.

Typically, mission statements have three elements – a cause, an action, and an impact. To help your group work towards developing a clear mission statement, consider the following questions.

1. What is our cause? What do we do and for whom do we do it?

2. What are our actions? What does our system of care do?

3. What is the impact of a successful system of care? How does a strong system of care make a change for the better?

Use the group's responses to these questions to begin articulating a clear and simple mission statement that describes what your system of care does and why it matters. Try to avoid wordsmithing at this time; there will be time to refine the words later. Keep it short, simple, and real.

MISSION STATEMENT: The mission of <name of your system of care> is to:
