Defining and Aligning Your Mission

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Identifying the Why

https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action?language=en
Marin Academy asks every individual to think, question, and create in an environment of encouragement and compassion, and challenges each person to accept the responsibilities posed by education in a democratic society.
Our mission is to empower our students to meet the demands and challenges of today’s rapidly changing and morally complex world. We guide our students to become self-reliant, intellectually mature, and morally responsible women of faith, vision, and purpose.
Mission Statements vs. Values

- Defines what an organization is or…
- Why the organization exists or…
- Its reason for being
- What does your organization do, how does the org. do it, and why does it do it?

- Principles that support the organization’s vision, culture, and overall philosophy.
- Values bring character to the group
- They can help leaders and management guide teams through ethical and performance concerns
Mission Statements

I TOOK A CRACK AT WRITING A "MISSION STATEMENT" FOR OUR GROUP.

"WE ENHANCE STOCKHOLDER VALUE THROUGH STRATEGIC BUSINESS INITIATIVES BY EMPOWERED EMPLOYEES WORKING IN NEW TEAM PARADIGMS."

DO YOU EVER JUST MARVEL AT THE FACT WE GET PAID TO DO THIS?

DID ANYBODY BRING DONUTS?
Mission Statements

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

“To accelerate the world's transition to sustainable energy.”
Mission Statements

“We value and support every student as they strive to reach their full potential.”
Exercise #1

• Look at your own school mission statement
• Identify 3-5 words that are unique
• How does your work in college counseling/guidance relate to those words?
Values

- **We Satisfy And Delight Our Customers** -- Our customers are the lifeblood of our business and our most important stakeholder. We strive to meet or exceed their expectations on every shopping experience.
- **We Promote Team Member Growth And Happiness** -- Our success is dependent upon the collective energy, intelligence, and contributions of all of our Team Members.
- **We Care About Our Communities And The Environment** -- We serve and support a local experience. The unique character of each store is a direct reflection of a community’s people, culture, and cuisine.
- **We Practice Win-Win Partnerships With Our Suppliers** -- We view our trade partners as allies in serving our stakeholders. We treat them with respect, fairness and integrity – expecting the same in return.
Values

• Deliver WOW Through Service
• Embrace and Drive Change
• Create Fun and A Little Weirdness
• Be Adventurous, Creative, and Open-Minded
• Pursue Growth and Learning
• Build Open and Honest Relationships With Communication
• Build a Positive Team and Family Spirit
• Do More With Less
• Be Passionate and Determined
• Be Humble

Zappos.com
Creating Office Mission/Values

School Mission

External Pressure

Personal Mission
Marin Academy

Values
• Choices
• Self-Awareness
• Self-Worth
• Autonomy
Exercise #2: Profile of a “Graduate”

- Think about 2-4 students who went through this process in an ideal way for you and your school. In other words, who were you most proud to call your student?
- Identify specific traits or approaches the students used in the college search/application process
- What did you (or your office/team) do to create an environment that supported this student?
Exercise #3: Why Statements

To ______________ so that ____________________
Aligning Mission

IF….
We value “best fit” colleges…
We value individual choices…
We serve a wide array of learners…
We are culturally and socioeconomically inclusive…

THEN….
… Our programs feature a range of college options.
… We celebrate outcomes beyond 4 year colleges.
… Our outcomes reflect that range.
… We accept that outcomes will also be inclusive.
Aligning Mission

• College counseling class
• Choices: Financial aid workshop, CC budget, setting LTR, fly-in help, how we identify college suggestions
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  3. Enter your name and this code.
  
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