UNITING OUR MEMBERS AND THE NATION

Empowering leaders, educating students, strengthening communities

Who Are You? An Association’s Strategic Plan Begins With Its Mission

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COMPETENCY: STRATEGY AND FISCAL HEALTH

• NEA Leadership Competency Progression Level 1: Foundational
  – Understands how the association’s vision, mission, and core values serve as a framework to support diversity amongst its members and member programs

• NEA Leadership Competency Theme: Acts strategically to align the association’s work with member needs
NEA Strategic Goal and NEA Organizational Priority

• NEA Strategic Goal
  – Strategic Goal 1: Strong Affiliates for Educator Voice and Empowerment

• NEA Organizational Priority
  – Early Career Educators
Agenda

- Strategic Plan and Budget
- Mission
- Vision
- Core Values
Brief Survey

Kahoot.it
Overview

- **How**: Core Values
- **Who/What**: Mission Statement
- **Why**: Vision Statement
- **When**: Strategic Plan and Strategic Budget
Building Block

Core Values
Core Values
Core Values

- Guiding Principles
- Foundation
- Association Culture
- Identity
- Behavior
“Values are definite truths that are the driving forces behind action, the instincts that influence choice, and the guiding lights on the path you are walking”

- Anonymous
Purpose of Core Values

- Forms the foundation within your association
- Plays a defining role in member motivation and morale
Examples of Core Values

- Loyalty
- Professionalism
- Dependability
- Honesty
- Integrity
- Consistency
- Positivity
- Teamwork
- Compassion
Core Values

Examples
Respect
Compassion
Honesty
Actively listening and learning
Nutrition education
Advocacy Programs
Wise use of resources
Diversity
Leadership
Creativity
Accountability  |  Ambition  |  Collaboration
Creativity      |  Integrity
Integrity
Respect
Customer Satisfactions
Pursuit of Excellence
Change and Stewardship
Kindness

Partnership

Responsibility

Compassion
Economic Equality
Equality of Rights
Democratic Process
Securing Civil Rights
Educate the Public
Fair Treatment  Volunteer  Community

Everyone Deserves to Eat  All People Need a Hand
Discovery  Creativity  Excellence
Diversity  Integrity  Service
Core Values
Building Block

Vision

Core Values
Vision Statement
Vision Statement

Dream  Future  Aspire

Cause  Change
Writing a Vision Statement
Questions to Consider

What do you aspire to be?

What cause do you believe in?

What kind of change do you want to create?
Questions to Consider

What do you want your association to be recognized for?

What are your hopes and dreams?

What does your association aspire to accomplish?
What Makes a Good Vision Statement?

- Simple and Easy to Understand
- 5-14 words (20 max)
- Memorable
Our vision is a great public school for every student
Vision Statement Examples
We envision a community in which everyone has access to sufficient nutritious food.
A world in which every child attains the right to survival, protection, development and participation
Be recognized by the people and organizations we serve, as well as others in our field, as the provider of choice for blood, plasma and tissue services
To compassionately and responsibly create a more humane world for animals
To ensure a society in which all individuals have equal rights without discrimination based on race.
To build a healthy community
To foster the most successful, well-adjusted generation of wounded service members in our nation’s history
Shaping the future by preserving our heritage, discovering new knowledge, and sharing our resources with the world
Vision Statement
Mission Statement
Building Block

Mission

Vision

Core Values
Mission Statement

Purpose
Drive
Serve

Direction
Support
Purpose of a Mission Statement

Serves as filters to separate what is important from what is not

Clearly state which markets will be served and how

Communicate a sense of intended direction to the entire organization
How a Mission Statement is Used

Guide each day’s activities and decisions

Primary standard to which the organization’s plans and programs should be evaluated
Writing a Mission Statement
Questions to Ask

What is the reason for being?

Who are we and what’s our purpose?

What do we do and who are we trying to serve?
A Mission Statement Should Have:

**Cause**
- Who? What?

**Impact**
- Changes for the better

**Actions**
- What we do
NEA’s Mission

Our mission is to advocate for education professionals and to unite our members and the nation to fulfill the promise of public education to prepare every student to succeed in a diverse and interdependent world.
Mission Statement Examples
To create access to good, healthy food in every community
To inspire breakthroughs in the way the world treats children and to achieve immediate and lasting change in their lives.
To provide relief to victims of disasters and help people prevent, prepare for and respond to emergencies.
To engage the hearts, hands and minds of the community to help animals
To ensure the political, educational, social, and economic equality of rights of all persons and to eliminate race-based discrimination
To build community by providing nutritious and delicious meals to the people of Fort Collins regardless of their ability to pay while using mostly local, organic, and sustainably grown ingredients
To honor and empower wounded warriors
For the increase and diffusion of knowledge among men
Mission Statement Checklist

- Easy to Understand
- Short and To the Point
- Useful and Focused
What to Avoid

- Industry specific lingo
- Too much focus on the organization
- Generalities, vague language
- Passive voice
- Formal language
Strategic Plan and Strategic Budget
Strategic Plan and Budget
Mission
Vision
Core Values
Gold Prospecting
You Can’t Be All things to All People

• Limited financial resources
• Limited human capacity
• Janus ruling
Strategic Plan

- Looks ahead to where the association wants to be in 3, 5 or even 10 years
- Designed with the association’s core values, vision, and mission statement in mind
- Considers the association’s strengths, weaknesses, opportunities and threats
- Serves as the framework for lower level planning
Organizing, Programs and Services

Are these in alignment with the core values, vision and mission of the association?

Does the association have sufficient resources to support the program or service?

Which programs and services provide the most value for members?
Strategic Budget

Planned allocation of association resources to accomplish mission set forth in the strategic plan

Is the benefit of the program worth the cost?

Use association resources strategically
“All the great organizations in the world, all have a sense of why that organization does what it does.”  

Simon Sinek
Who Are You?

“When people are financially invested, they want a return. When people are emotionally invested, they want to contribute.” Simon Sinek
QUESTIONS?
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Session Outcomes

The content from this session can be used in the following ways in your current position/role:

– Guide your association to determine its core values

– Aid your association in creating its vision and mission statements

– Understand the importance of integrating core values, vision and mission statements to create a comprehensive strategic plan
Closing

• Please complete the evaluation for this breakout session by using the NEA Summit Mobile APP!

• Please visit the Leadership Development Resources website at www.nea.org/leadershipdevelopment