

MISSION STATEMENT WORKSHEET

DEFINITION: A mission statement is a formal, short, written statement of the purpose of an organization. The mission statement should guide the actions of the organization, spell out its overall goal, provide a sense of direction, and guide decision-making. The mission statement should be a concise statement of organizational strategy, developed from the patron's perspective and it should fit with the vision for the organization.

A mission statement should be simple. The statement needs to capture the essence of what the library will achieve and how we will achieve it.

The statement should be short and concise. The fewer words the better. Use just enough words to capture the essence. Most mission statements are too long. People tend to want to add additional information and qualifications to the statement. Usually these statements just confuse the reader and cloud the real meaning of your statement.

Statements of vision and mission should be a single thought that can easily be carried in the mind. The vision and mission guide the everyday activities of every person involved in the organization.

Here are some examples:

New York Public Library “to inspire lifelong learning, advance knowledge, and strengthen our communities.”

Chicago Public Library “Read, Learn, Discover!”

Orange County Library System (Florida): “Information, Imagination, Inspiration.”

Daly City Public Library (California): “Preserving Yesterday, Informing Today, Inspiring Tomorrow.”

Denver Public Library (Colorado): “To help the people of our community to achieve their full potential.”

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Developing a Mission Statement

Before drafting a mission statement, we need to define the library. Please answer the questions below:

1) Who are we?

2) What do we do?

3) Why do we exist?

Now take your responses from these questions and put them into a single statement:

Evaluate your statement:	YES	NO	SOMEWHAT
The statement is realistic			
The statement is clear and concise			
The statement reflects our values and beliefs			
The statement demonstrates a commitment to serving the public good			
The statement is powerful			

Based on your evaluation of the statement, jot down possible changes that you can make.

Now, rewrite your statement based on those changes.

The mission of our organization is:

