



## Mission Statement

Mission statements define the IDEA Advisory Committee's purpose and primary objectives.

- Mission statements are always in the present tense.
- Answers "why do we exist?".
- Short, usually a single sentence.

Questions to ask:

- What is our primary purpose?
- What things are important to us?
- How does our understanding of Inclusion, Diversity, Equity, and Access fit into our mission?
- How do we support the City Council? What are their expectations and our obligations?

Example:

The IDEA Advisory Committee inspires a culture of welcomeness and belonging throughout the City of Tualatin and is a conduit of knowledge, insight, and support for City Council and all community members. We lead by embracing the humanity expressed across multiple points of view and respecting the experiences that make us unique.

Wilsonville DEI Committee Example:

The Diversity, Equity and Inclusion Committee serves to connect Wilsonville to the diverse perspectives and lived experiences of its people. We advocate for equitable access and opportunity for every community member. We identify barriers to participation and inclusion, and pursue programs, policies, partnerships and ideas that remove those barriers.

## Vision Statements

Visions also define purpose but focus on goals and aspirations. These aspirational goals should be uplifting and inspirational. Think of vision statements as being set in stone. That is, even if the direction or priorities of the City change, the vision stays the same.

- Vision statements are timeless and/or future thinking.

- Vision statements are aspirational.

Questions to Ask:

- What inspires each of us to be a member of this Committee? What are the common themes?
- What goals do we want to reach?
- What are important areas of focus?

Example:

The City of Tualatin is a place where we celebrate all the things that make us different and unique from one another and we unite across the common threads of our similarities to serve the people who live, work, and visit the City of Tualatin.

## Beliefs

Beliefs are optional in writing a vision and mission statement, but for groups like IDEA, it helps to agree on core beliefs that guide the rest of the work you do.

- A belief is an acceptance that something is true or that something exists.
- Beliefs connect to values (the next step).
- Beliefs are practical, and give you insight about what's important to you related to components of IDEA.
- Beliefs should align with mission and vision.

Questions to Ask:

- What is the knowledge that we value as a group?
- What evidence do we have that this knowledge exists?
- What experiences do each of us have that point to our beliefs?
- What core themes or principles reflect our values and beliefs?

Example:

We believe inclusion is a human and natural instinct.

We value people because of their differences, not despite them.

We continuously work to suspend judgement and accept people as individuals with different perspectives.

# Values

Values are things or ideas that have merit, worth, usefulness, and utility. In strategic planning, values often describe what group can reasonably achieve and is attentive to how you are bounded. For this group, your work is bound to City Council, so their values influence yours. The best way to start developing a list of values is to start brainstorming.

Questions to Ask:

- What values are essential for this committee?
- Do some values have priority over others?
- Can values be combined? If we combine some, do they lose meaning?

Example:

- **Kindness** is expressed through benevolent and compassionate behaviors toward each other, even when we disagree.
- **Authenticity** is the foundation of acceptance. When we are self-aware, we can recognize and appreciate the authenticity of others and form meaningful connections that support the City of Tualatin.
- **Respect** means treating others with dignity, acknowledging their worth, and recognizing their individuality.
- **Empathy** means recognizing the emotions of others and seeking out true understanding from a perspective that might not be my own.

