

Poudre Library Mission, Vision and Values Session
November 20, 2017
(Facilitated by Jacqueline Murphy, Colorado State Library)

Outcomes:

- Brainstorm vision and values ideas
- Draft mission statement to help guide RFP for Master Plan consultant.

VISION: what we “envision” or aspire to for the organization in the next 3-5 years.

Group 1 vision: To promote a high quality of life for all in our community.

Group 2 vision:

Connect to curiosity

- Committed to increasing welcome and reducing barriers
- Outreach
- Engaging the community
 - Inviting
 - Inclusive
 - Partnerships
 - Collaborations

Group 3 vision: To be our community’s 411 for information and ideas, and a catalyst for learning, communication and engagement.

VALUES: shared principles that guide your day-to-day interactions with each other - staff, public and board.

Values brainstorming exercise:

- Honest/trustworthy
- Stewardship (2)
- Excellent/mindful (3)
- Literacy (3)
- Equity/democracy (5)
- Intellectual freedom (2)
- Innovative/adaptive (2)
- Informed
- Service

Using the vision and values ideas as context, the group worked on a draft mission.

MISSION (basic elements of a good one):

- (1) The mission statement is the organization’s reason for being.
- (2) The mission is different than goals or objectives.

- (3) A mission is stated as concisely and clearly as possible.
- (4) The mission should contain a few of the major priorities of the organization.
- (5) The mission should balance both the head and the heart.

Examples:

“We open doors to curious minds.”

“To support lifelong learning and access to information, knowledge and ideas.”

“For enrichment; For education; For escape; For everyone.”

“We connect people, ideas and opportunities.”

Group 1 draft mission: We provide free universal access to creativity, knowledge and research.

Group 2 draft mission: We grow community by opening minds through universal access to resources for learning, innovating and enjoying.

Draft mission for board consideration: We enrich our community by providing universal access to resources for knowledge, innovation and enjoyment.