



# WRITING COLLABORATIVE MISSION AND VISION STATEMENTS



WHILE CHILD CARE PROFESSIONALS SHARE SIMILAR MISSIONS IN THEIR WORK WITH CHILDREN, EACH CENTER OR HOME PROVIDES UNIQUE EXPERIENCES THAT SHOULD BE REFLECTED IN BOTH THEIR MISSION AND VISION STATEMENTS.



THE MISSION STATEMENT OF YOUR BUSINESS COMMUNICATES TO YOUR STAFF, FAMILIES, COMMUNITY, AND OTHER STAKEHOLDERS WHO YOU ARE AND WHAT SETS YOU APART FROM OTHER CHILD CARE BUSINESSES.

## MISSION STATEMENTS

FOCUS ON THE PRESENT OPERATION OF YOUR BUSINESS, WHILE VISION STATEMENTS ARE FUTURE FOCUSED.

### EXAMPLE MISSION STATEMENT:

"OUR MISSION IS TO PROVIDE A SAFE, NURTURING AND ENGAGING EARLY LEARNING ENVIRONMENT THAT IS INCLUSIVE OF THE DIVERSE NEEDS OF CHILDREN AND FAMILIES IN OUR COMMUNITY AND CREATES A FOUNDATION FOR CHILDREN TO BECOME LIFELONG LEARNERS."

## VISION STATEMENTS

DEFINE YOUR BUSINESS, CLARIFIES ITS VALUES, AND STATES FUTURE GOALS. IT IS YOUR PROGRAM'S HOPES AND DREAMS FOR YOUNG CHILDREN AND FAMILIES.

### EXAMPLE VISION STATEMENT:

"OUR CENTER WILL BECOME A PROGRAM KNOWN IN OUR COMMUNITY AND BEYOND FOR PROVIDING QUALITY EARLY CHILDHOOD LEARNING ENVIRONMENTS AND EXPERIENCES WHERE ALL CHILDREN LEARN AND THRIVE."



## MISSION AND VISION STATEMENTS ARE IMPORTANT TO EMPLOYEE RECRUITMENT AND RETENTION

WHEN MISSION AND VISION ALIGN WITH EMPLOYEES' PROFESSIONAL AND PERSONAL BELIEFS AND PRACTICES EMPLOYEES ARE MORE LIKELY TO WANT TO WORK FOR YOU.

A FEELING OF BEING AN INTEGRAL PART OF A TEAM THAT IS MAKING A DIFFERENCE IN CHILDREN'S LIVES ENCOURAGES EMPLOYEES TO ENVISION THEIR FUTURE WITH YOUR ORGANIZATION. .

### CHARACTERISTICS OF STRONG MISSION AND VISION STATEMENTS:

- CLEAR AND CONCISE LANGUAGE
- REALISTIC, SPECIFIC, AND POSITIVE
- MEMORABLE AND INSPIRATIONAL

## WHERE TO START?

INVOLVE YOUR STAFF IN COLLABORATIVELY CREATING YOUR CENTER'S MISSION AND VISION STATEMENTS. THE MISSION BECOMES PERSONAL, CLEAR AND MEMORABLE TO EACH PERSON INVOLVED. STRUCTURE A CONVERSATION AROUND ANY OR ALL OF THE FOLLOWING QUESTIONS:

WHAT MAKES OUR PROGRAM UNIQUE?

WHAT ARE KEY WORDS THAT COME TO MIND WHEN YOU DESCRIBE OUR PROGRAM AND OUR INTERACTIONS WITH CHILDREN?

HOW DO YOU WANT CHILDREN AND FAMILIES TO FEEL WHEN THEY ARE IN OUR PROGRAM?

WHAT MAKES YOU PROUD TO WORK AT THIS PROGRAM?

WHAT WOULD BE YOUR ONE WISH FOR OUR PROGRAM MOVING FORWARD?

AFTER CREATING YOUR UNIQUE MISSION AND VISION STATEMENTS, IT IS TIME TO SHARE IT WITH YOUR STAFF, FAMILIES, AND COMMUNITY!

INCLUDE IT IN ON YOUR WEBSITE, PARENT AND EMPLOYEE HANDBOOKS, JOB POSTINGS, AND AROUND YOUR BUILDING TO ENCOURAGE EVERY PERSON INTERACTING WITH YOUR PROGRAM TO SHARE AND LIVE YOUR MISSION AND VISION.