

## MISSION STATEMENT

The mission is a sending forth of the members of the EPA Region 8 P2 Roundtable to take actions that will accomplish the vision. A vision without a mission statement is often a “pipe dream.” Although the mission statement describes the accomplishments that are necessary to move the Roundtable towards its new vision, it should not set forth specific actions. Focus instead on the concepts to be achieved. Concepts addressed in a mission statement express what is needed to realize the vision. Your mission statement must address the collaborative and individual state achievements needed in major areas of importance to the Roundtable. If the vision is the poetry, the mission is the prose. The mission identifies the tools the Roundtable will use to make its collaborative vision a reality. If it can develop and use the tools outlined in the mission, it can achieve its vision.

A mission statement is often the most visible part of a strategic plan. A good mission statement should include all of the essential components of the Roundtable's future collaborative “thrust” and should communicate a positive feeling to guide Roundtable members and others to action. The vision and philosophy can be included in the mission statement or stated separately.

A mission statement carries out the following tasks:

- Sets the tone of the Roundtable
- Rallies members to a common purpose
- Helps establish the desired culture within which the Roundtable will operate

- Let's the world know where you are headed
- Provides motivation
- Establishes a philosophy
- Reconciles differences between stakeholders
- Evokes feelings of success
- Generally indicates that the Roundtable warrants support.

Here are some of the basics for writing a mission statement. You might find other elements that you want to include.

- Types of collaborative services that the Roundtable plans to offer its members
- Your intended customers and markets
- Values of the Roundtable
- Direction to be taken
- Specific capabilities to be used
- Philosophy of the Roundtable
- How the Roundtable will relate to its members
- The public image.

There is no single, textbook mission statement that can be used for all organizations. The mission statement does not need to be lengthy. Perhaps the key point is that an effective mission statement specifies the fundamental reason why the EPA Region 8 Roundtable exists. By doing this, it provides guidance for the strategic plan.

Look at the bullets above and jot down some ideas for our mission statement writing exercise. Send these along with your vision statements to **Laura Estes by August 18,2000.**