Instructions:
1) Break into four groups
2) Choose a group facilitator
3) Workshop your assigned mission statement using the criteria listed below (20 minutes)
   i. All mission statements are from fictional Utah-based museums
   ii. Your group chooses the region and other missing parameters (have fun with this!)
   iii. Take notes on your experience to share with the group on reverse side
4) Report out your revised mission statement (15 minutes = 3-5 minutes per group)

Mission Statement #1: Wheel Wagon Memorial Museum
To preserve the history of the ______ region of Utah through historic relics, including but not limited to wagon wheels.

Mission Statement #2: Natural History Museum of ______ Utah
We share information about the natural world for the betterment of all mankind.

Mission Statement #3: The Red Rocks Historical Society
Collecting red rocks since 1905.

Mission Statement #4: The Salty Lake Art Museum
SLAM encourages curiosity and creativity through the ironic and unexpected.

Remember, effective Mission Statements should convey:
How the organization relates to its community
Why and how it enhances the well-being of others and improves the quality of life
Who benefits as a result of its work
What service it provides