



StEPs-UT Mission, Vision, Governance Mission, Vision & Governance: An Introduction

HANDS-ON ACTIVITY #2 = 35 minutes Mission Statement Critique

Instructions:

- 1) Break into four groups
 - 2) Chose 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)
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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
