

An aerial photograph of the state of Florida, showing its geographical features, including the coastline, major water bodies, and land cover. The map is oriented vertically, with the top of the state at the top of the image.

Surplus Lands Assessment

Mission Statement

Governing Board Subcommittee Meeting
November 3, 2011

Outcome of Discussion

Resonate with the people working in the organization, as well as with the different constituencies that the organization affects.

Where To Begin

Start with the right questions. Why are we doing this program?

Think about the idea that originated our decision to initiate the program.

- ❖ What is the nature of your services?
- ❖ What factors determine quality?
- ❖ What level of service do you provide?
- ❖ What underlying philosophies or values guiding our program?

Characteristics of a Mission Statement

- ❖ Expresses purpose in a way that inspires support
- ❖ Motivates those connected to the organization
- ❖ Articulated in a way that is convincing and easy to grasp
- ❖ Proactive



Characteristics of a Mission Statement

- ❖ What are the needs that we intend to address (Purpose)
- ❖ What are we doing to address those needs (Process)
- ❖ What principles or beliefs guide our work (Values)

Example

- ❖ "Goodwill Industries International enhances the dignity and quality of life of individuals, families and communities by eliminating barriers to opportunity and helping people in need reach their fullest potential through the power of work."

Purpose

"helping people in need reach their fullest potential through the power of work"

Process

"eliminating barriers to opportunity"

Values

"enhances the dignity and quality of life of individuals, families and communities"



Draft Mission Statements

Review the SWFWMD's land holdings to ensure the diligent and efficient stewardship of both land and financial resources for the citizens of Florida by confirming the original acquisition purpose and current water management benefits, facilitating a transparent public decision-making process and, if appropriate, consider a full range of potential surplus options.



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Purpose

“Review the SWFWMD's land holdings”

Process

“confirming the original acquisition purpose and current water management benefits, facilitating a transparent public decision-making process and, if appropriate, consider a full range of potential surplus options”

Values

“ensure the diligent and efficient stewardship of both land and financial resources for the citizens of Florida”