

MISSION STATEMENT COLLECTED THOUGHTS

A **vision statement** explains the overall goal of your organization looking into the future (lasts forever).

A **mission statement** outlines the present plan to realize the **vision** (updated as needed for relevance).

- Vision Statement: What is the future you want to create for the community you wish to address?
- Mission Statement: What do we do? For whom do we do it? What is the impact?
 - o Goals: What we want to do.
 - § Objectives: How we will do what we want to do

Ø ABA Report-States

<http://lawyerwellbeing.net/>

If you scroll down to map and roll mouse over states, you will see a brief blurb of information and possible websites.

Ø Nevada

<https://www.nvbar.org/nvlawyermagazine/july-2018/>

a magazine with good examples of “efforts”

Ø Sample “Wellness” Committee Mission Statements

A mission statement is a concise statement of the general values and principles that will guide the committee or program. It defines the broad purpose that the program aims to achieve. It helps the committee select strategies and projects that stay within the original intent of the program.

Several examples of committee mission statements are provided below.

- 1) To encourage employees' personal and professional productivity, and physical and mental well-being, the mission of the Wellness Committee shall be to foster a worksite culture that supports anyone's desire to make healthy lifestyle choices.
- 2) The mission of our wellness committee is to establish and maintain a workplace that encourages environmental and social support for a healthy lifestyle.
- 3) The mission of the _____ Wellness Committee is to promote and support programs that encourage the wellness of [name of organization] employees.
- 4) It is the mission of the _____ Wellness Committee to promote the health and wellness of staff through education and initiatives that:
 - Encourage habits of wellness
 - Increase awareness of factors and resources contributing to well-being
 - Inspire and empower individuals to take responsibility for their own health
 - Support a sense of community.

5) The _____ School Wellness Committee is dedicated to establishing and maintaining an environment that promotes general health by supporting the adoption of attitudes that contribute to positive well-being and providing information, activities and services designed to support healthy lifestyle choices.

6) The mission of the _____ Public Schools Employee Wellness Committee is to enhance organizational health by fostering interest and encouraging employees to initiate or expand healthier lifestyles, provide diverse wellness programs to meet a wide range of personal health needs, recognize employees for participating in healthier lifestyles activities, decrease absenteeism due to illness and stress, and develop a positive school culture that is focused on celebrating and improving the quality of life for all employees.

7) To support employees in making healthy choices with their work and home lives.

8) Encourage Habits of wellness, Increase Awareness of factors and resources contributing to well being, Inspire Individuals to take responsibility for their own health.

9) The _____ Wellness Committee promotes physical, mental and spiritual health* as a sustainable value of our community.** *or growth, or wellness, or wellbeing...
**through an innovative approach to wellness Final: "The _____ Wellness Committee promotes well-being as a sustainable value of our community."

10) To support employees in making healthy choices with their work and home lives. Encourage Habits of wellness, Increase Awareness of factors and resources contributing to well being, Inspire Individuals to take responsibility for their own health.

11) The mission of the Wellness Committee is to inspire, create and maintain a workplace and environment that supports each person's healthy lifestyle choices.

Committee Mission Statements

By providing a mission statement for each committee, the incoming chair and members understand how their work must fit within the stated purpose(s). Without mission statements, the work of the committee tends to transform from year to year and chair to chair.

Boards should define committee missions and include them in a policy manual or leadership guide.

Examples

Annual Conference Committee – The mission is to plan, organize and conduct the annual conference as mandated by the bylaws. To offer the membership the opportunity to discuss the business of the association, to learn from their peers and from invited speakers, and to meet each other in a relaxed and non-competitive environment.

Best Practices and Benchmarking Committee - The mission is to establish a service that will assist association members in managing the quality and integrity of their operations. This will be achieved through the process of determining the industry best practices and developing quality models that can be used as industry benchmarks.

Budget Committee – The mission of the budget committee is to oversee the association’s budgetary process by preparing an annual budget for consideration by the board of directors and monitoring income and expenses throughout the year.

Chapter Relations Committee – The mission shall be to encourage and facilitate communications between association and the local chapters by sponsoring programs for chapters and assisting in the support of their members and activities.

University Relations Committee - The mission is to develop programs, enlist speakers, and determine schedules and facilities for the conferences, seminars, and association forums for members and the industry. Program topics may be of educational, business, or technological interest. On an annual basis, the committee chair submits for the board of director's review and approval a program plan, noting the number of conferences and the topic areas.

Ethics Committee – The mission of the committee is to encourage ethical conduct by providing informal non-binding ethics opinions, and to recommend and/or review proposed changes to the Code of Standards.

Education Committee – The mission of the education committee shall be to fulfill the needs of the members by making quality and diverse educational opportunities available at an affordable price to as many members of the association as possible.

Insurance Committee – The mission of the insurance committee shall be to ensure the most favorable rates and benefits for members of the Association and their employees, dependents for association health, life and disability insurance programs.

Global Liaison Committee - The mission is to develop an understanding of and communications with the various international associations or groups that represent marketing and public opinion research. To explore opportunities for cooperative efforts and to promote awareness of association and association member firms globally.

Government Affairs Committee – The mission is to ensure that there is adequate and appropriate monitoring, lobbying and oversight on federal and state legislation and issues that could affect the association and members. Separately, to make recommendations to the board of directors regarding any government activities that could affect the industry.

Guidelines and Practices Committee - The mission is to study and develop and update guidelines, such as the “New Office Practices Guide,” the Data Collection Guidelines and the Data Processing Guidelines, that address the issue of survey research quality and procedures and to work with other associations to implement such guidelines.

Marketing and Communications Committee - The mission is to promote the industry as a professional and ethical industry through public relations efforts including responding to

criticisms and letters to the editor. As appropriate, conduct surveys on topics of interest to promote association. Liaison with public relations consultant. Oversight of association communication tools, including brochures and Website.

Membership Services Committee - The mission is to actively recruit new members, to review and approve applications, and to make recommendations to the board of directors concerning new member applications. To encourage member participation in association committees and activities. To determine if membership needs are being met and to recommend measures or services that will better meet the changing needs of members.

Mentoring Committee – The mission shall be to study, evaluate and make recommendations concerning whether mentoring for professionals is desirable or appropriate and to confer with other organizations and committees about this issue, with reports to the board of directors.

Past Chairs Council - The mission is to provide direction and guidance on the long-term objectives of the association. To review the long-range plan for association on a periodic basis and to make recommendations to the board of directors about association relationship with its various constituents and about its role in the industry.

Publications Committee - The mission is to oversee the development and production of association publications, including the journal and any other newsletters, guidelines, or documents. To provide direction to editors and the staff concerning format, schedule, market and distribution, etc. concerning these publications.

Publicity Committee – The mission shall be to promote better understanding of the profession and the association through a variety of public outreach efforts, marketing and public relations.

Standards Committee - As mandated by the bylaws, the committee will make recommendations to the board of directors regarding any member against whom a complaint is made for failing to comply with the requirements of these Bylaws, including the Code of Standards. If so directed by the board of directors, the committee will also recommend any possible amendment to the Code of Standards.

Technology Committee - The mission is to provide information and guidance for association membership as well as the larger research community on the use of information technology in survey/opinion/marketing research. As appropriate, gather information and create forums for the exchange of ideas and information. To plan, organize and conduct the annual Technology Conference, so as to offer the membership and industry a forum to learn about issues and topics relating to emerging technology.

###

Note: These are sample of committee mission statements. An organization's leadership and staff should develop mission statements for standing committees and adopt them as policy or include them in a leadership manual.