**CREATING VISION AND MISSION STATEMENTS**

SAMPLE VISION AND MISSION STATEMENTS from McClatchy Law and Public Policy Academy:

**Vision:**

Our graduates are knowledgeable about law and public policy, can apply relevant legal concepts to life, communicate effectively and critically assess and evaluate arguments and perspectives while exhibiting leadership, compassion, respect and professionalism.

**Mission Statement:**

The LPPA mission is to immerse students in cross-curricular law and public policy-based projects and activities, a rigorous academic course of study providing avenues to success for all students while providing work-based learning experiences, and college and career planning throughout high school.

**1. Looking at the sample Vision Statement, discuss as a whole group:**

What is the difference between a vision statement and a mission statement? (3 min)

**2. Turn to a partner and discuss:**

What is the heart of the vision you have for the work you are doing together as a team? As a pair, post a few words that represent your vision for your College and Career Academy graduates to the vision poster. (5 min)

**3. Read the following excerpts from the TED Executive Summary:**

*We aim to train & motivate our students to* ***either*** *enter directly into the workforce at the technician level or be prepared to and qualified for entry into a variety of programs that yield technical certifications and degrees.*

*Our students will be trained in taking an idea from concept all the way to prototype. That is, we want them to understand the process of and feel comfortable with:*

* *What the different careers in technology and design are*
* *Generating ideas based on project constraints (customer need, competition design constraints)*
* *The science behind why certain ideas will work (physics, math, applied sciences, programming)*
* *Testing those ideas (scientific method, sound testing practices, CAD)*
* *Communication s (Web design, CAD, presentations, reading drawings)*
* *Production (using tools, fabrication methods, industry fab. Standards)*

4. Your vision statement will be a more concise version of what you envision EVERY student who graduates from your program is going to be able to do. First, use the excerpts to brainstorm the important outcomes you envision for all Academy students, including behaviors, knowledge and skills essential in your industry field.

5. Craft a vision statement for your pathway that begins with “Students who graduate from our Academy will be….”

**7. Brainstorm in pairs to determine if there are any other critical practices that you will engage in together in order to prepare students to be the Academy graduates you envision. (5 min)**

**8. As a Whole Group: Discuss the options, eliminate and combine, then reach agreement on a concise statement of your staff’s mission. (10 min)**

* *The Draft Vision and Mission statements should be presented for feedback to your school community before it is finalized (parents, students, and industry or community partners, as well as to your high school admin and leadership team).*
* *The Vision, aligned with the school vision, succinctly summarizes what you envision your program accomplishing in your work with students.*
* *The Mission, aligned with the school’s mission, succinctly summarizes how you will organize yourselves to accomplish this.*
* *The Graduate Profile details your vision, and creates benchmarks for each grade level. These will connect to your integrated projects.*