

DATE: January 12th 2022
TO: Board of Trustees
FROM: Lara Florea
SUBJECT: BCRSD Mission Statement - Update

As part of our annual review, the question has been asked if the current BCRSD mission statement accurately communicates the purpose and goals of the BCRSD and why it exists. Should the BCRSD also have a vision Statement?

Current Mission Statement:

Our mission is to provide superior wastewater management and related services to protect public health and the environment now and in the future.

Definitions below:

“What is the Difference between mission, vision and values statements?” Society for Human Resource Management January 2022, SHRM.com.

A **mission statement** is a concise explanation of the organization's reason for existence. It describes the organization's purpose and its overall intention. The mission statement supports the vision and serves to communicate purpose and direction to employees, customers, vendors and other stakeholders. Questions to consider when drafting mission statements could include:

- What is our organization's purpose?
- Why does our organization exist?

A **vision statement** looks forward and creates a mental image of the ideal state that the organization wishes to achieve. It is inspirational and aspirational and should challenge employees. Questions to consider when drafting vision statements might include:

- What problem are we seeking to solve?
- Where are we headed?
- If we achieved all strategic goals, what would we look like 10 years from now?