MEMORANDUM

TO: Strategic Planning Steering Committee

FROM: Robert A. Altenkirch

DATE: January 30, 2012

RE: Request for Input

As a follow up to the Strategic Planning Steering Committee meeting on January 20, attached is a summary of the feedback on words/phrases that might appear in the Mission Statement Elements of Purpose, The Work, and Values and those that might appear in a Vision Statement. The two spreadsheets organize the lists two ways, one by ranking of how many suggested a particular word or phrase and one in alphabetical order so that slight variations of a word or phrase are grouped. Also attached is reduced list that tries to capture the most frequently appearing words/phrases, although, as you can see, most appear only a small number of times.

For the Steering Committee meeting this Wednesday, February 1, please:

1. Review the attached lists and select what you think are the most compelling words/phrases to include in Mission and Vision Statements so that we can pare down the list to a manageable number.

2. If you have time, draft a proposed Mission and Vision Statements including your most compelling word/phrase selections and e-mail to me if you get a chance. Otherwise, bring the draft statements to the meeting.

In the attached document with the reduced list of words/phrases that show up the most, the current Mission Statement is included plus a draft statement that one of the Committee members forwarded. I thought it might be a good place to start.

Also, as you think through the words/phrases and draft Mission and Vision Statements, these should begin to guide development of a set of Core Values, a Value Proposition, and a set of Goals. So, you might begin thinking of these elements of a plan as well.

Thanks,

Bob