

Strategic Retreat

March 20-21, 2023
Mission, Vision, Values

Facilitated by
Rob Cullin, Janet Nelson
& Randy Maxey



Engage | Envision | Evolve

Creating ‘Clarity’

- Mission – Why do we exist?
- Vision – What do we want to achieve?
- Values – How do we behave?
- Strategic Plan – What are our priorities and how are we going to address them?

“A mission statement is not something you write overnight... But fundamentally, your mission statement becomes your constitution, the solid expression of your vision and values. It becomes the criterion by which you measure everything else in your life.”

--Steven Covey –author, 7 Habits of Highly Effective People

“If you are working on something exciting that you really care about, you don’t have to be pushed. The visions pulls you.”

--Steve Jobs

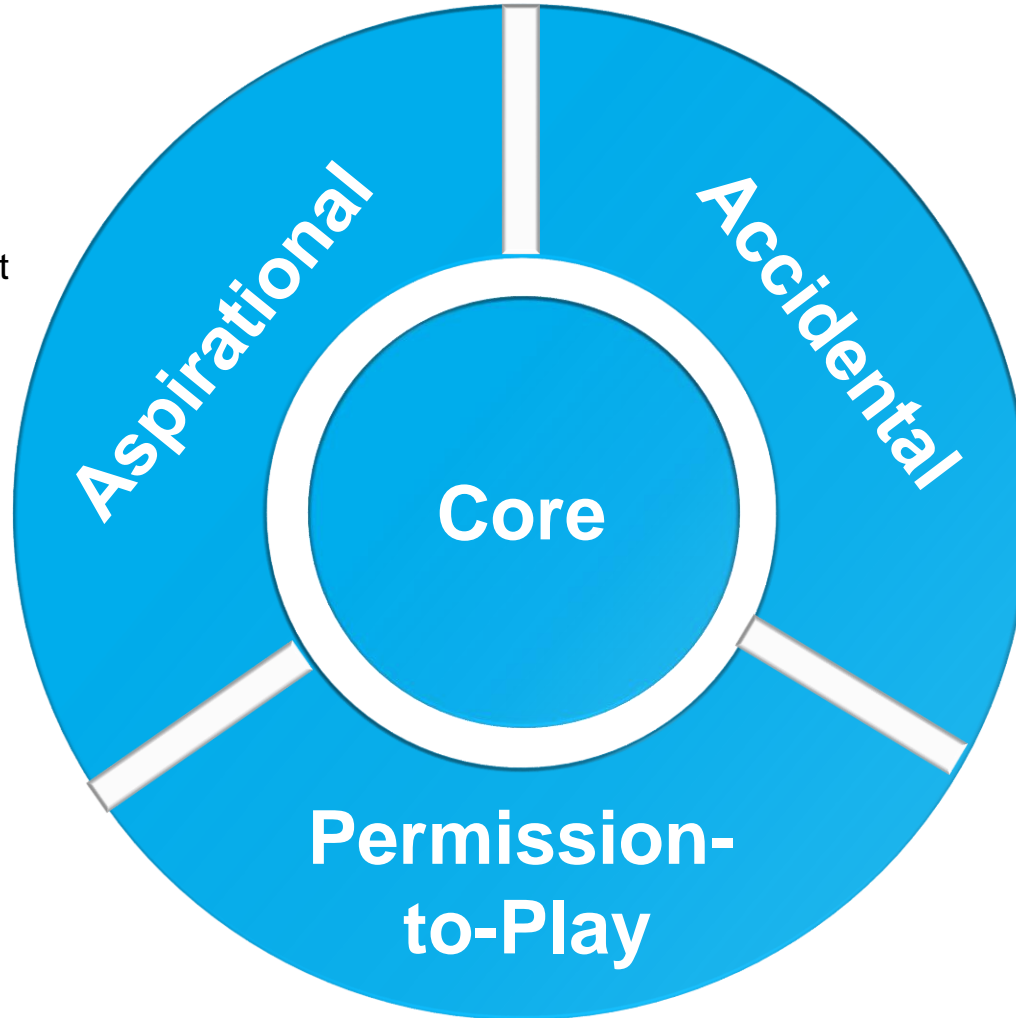
Values

- Answer “How do we behave?”
- Define culture and personality
- Convey purpose and uniqueness
- Support Mission and Vision

Types of Values

Core Values

- Heart of organization's identity
- Deeply ingrained principles
- Must already exist

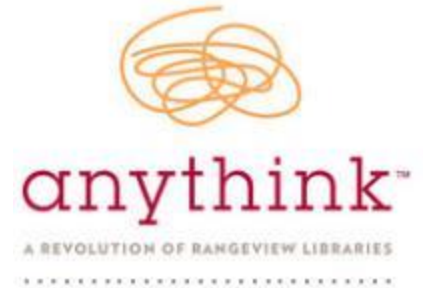


- Organization lacks but needs for future success
- Must not dilute core values

- Arise spontaneously and take hold over time
- Usually reflect common interests or personalities of employees

- Minimum behavioral and social standards required
- Don't really differentiate from competition

anythink libraries, CO Values



We are guided by these shared values in everything we do:

- Compassion for our customers and for each other
- Passion for our product
- Eagerness to learn
- Everyone is creative
- Optimistic attitude – we believe that anything is possible

Saline District Library, MI Values



Welcoming—Offering an inclusive and respectful environment where everyone is welcome.

Accessibility—Ensuring the availability of spaces, resources, and services for all within and beyond the walls of the library.

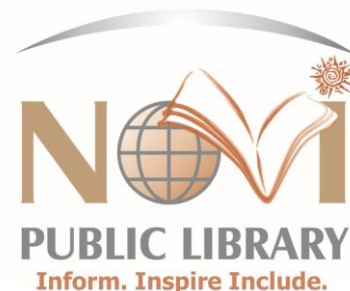
Community—Creating meaningful experiences that engage, reflect and enhance community needs.

Learning—Encouraging enrichment and lifelong learning through diverse resources and programs.

Discovery—Sparking imagination and creating a sense of wonder that enriches lives.

Goal for NPL Values

- Evaluate existing values
- Finalize set of 4-7 Values
- Be sure that Values support Novi Public Library Mission
 - Novi Public Library provides the resources and programs to support the educational, cultural, informational and recreational needs of its diverse community.
- Create context through supporting statements



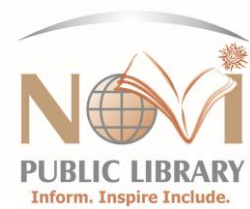
Values Exercise (10 minutes)

- Think about how NPL behaves
- What are the Values that are demonstrated or important?
- Review the provided Values list
- Choose 5 Values that you feel best represent NPL
- Write each Value on a different sticky note
- Place sticky notes on the board in area that designates the Value type (Core, Aspirational, Permission to Play, or Accidental)
- Duplicate Values within a Value type can be grouped together

Value Prompts

- Things you believe in that relate directly to the service you offer
- The work involved in providing your service
- The relationship between the people that do the work and your organization
- The relationship between the people that use what you do and your organization
- The impact you have on the community/economy that are affected by your service

NPL Values



Current Values

Novi Public Library supports intellectual freedom and access to informational resources for all, while maintaining the privacy of its patrons and providing a safe and secure environment.

Retreat Results

1-Community-oriented—27 votes

2-Inclusive/Each person valued/non-judgmental—22 votes

3-Partnering/collaborative/outreach—19 votes

3-Forward thinking—19 votes

5-Welcoming/Inviting/Helpful/Engaging/Approachable/Supportive and Caring-eager to help—14 votes

5-Education-oriented/Learning—14 votes

7-Fun/Creative/Entertaining/Adventurous—11 votes

Mission vs. Vision

Mission statements: (Why do we exist?)

- Define organizational purpose and primary objectives
- Set in the present tense
- Communicates to those inside and outside of the organization
- Tend to be short, clear and powerful.

Vision statements: (What do we want to achieve?)

- Also define organizational purpose
- Focus on goals and future aspirations
- Designed to be uplifting and inspiring
- Timeless: even if strategy changes, vision often stays the same
- Represent the outcome of a fulfilled Mission

Keys to a good Mission Statement

- Initially don't worry about word choice.
- Keep it concise. (describe the result, not all the ingredients)
- Keep it simple.
- Say it out loud. (How does it sound?)
- If no one disagrees, it is too generic.

Ultimate Goals of Statement

- Tells the world what you're doing matters.
- Leads the organization to do what matters.

Example Mission Statements

- Amazon: *"To build a place where people can come to find and discover anything they might want to buy online."*
- Google: *"To make the world's information universally accessible and useful."*
- United Way: *"United Way improves lives by mobilizing the caring power of communities around the world to advance the common good."*
- Nike: *"Bringing inspiration and innovation to every athlete in the world."*

Library Mission Statements

- anythink libraries, CO: *“We Open Doors for Curious Minds.”*
- Columbus Metropolitan Library System, OH: *“To INSPIRE reading, SHARE resources and CONNECT people”*
- Seattle Public Library, WA: *“The Seattle Public Library brings people, information and ideas together to enrich lives and build community.”*
- Waverly Public Library, IA: *“The Waverly Public Library is your window to information, recreation, and community.”*
- Alexandrian Public Library, IN: *“Cultivating Wonder, Learning and Community.”*
- Catawba County Library System, NC: *“We empower lives and build our community by bringing people, information, and ideas together.”*
- Cedar Falls Public Library, IA: *“Cultivating enduring pathways to experiences that inspire, enrich and captivate the imagination.”*

Prior version: The mission of the Cedar Falls Public Library is to promote literacy and to provide open access to resources which facilitate lifelong learning.

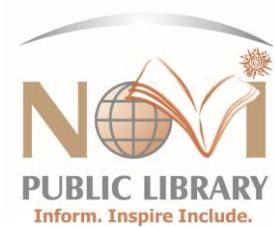
NPL Library, IL

CURRENT MISSION

Novi Public Library provides the resources and programs to support the educational, cultural, informational and recreational needs of its **diverse community**.

Reaction to the Mission

- What are your first impressions of the statement?
 - Old and stuffy-looking for something new
 - Easier to talk about—like the three words
 - Paints as inanimate object—people doing things—lead with this—creating community with community—community relationship enriches the library
- What are the things that you like?
 - Love cultivating wonder
 - Fun without saying it
- What do you think could be improved?
 - Fit more with motto
 - All believe in staff and how they are connecting with the community—staff are heart and don't want to lose people connection
 - Want more imagery—connections with organizations—partnerships and collaborations-fostering connections—diversity of Novi
 - Sense of place—how connects to library and community
 - Inform does not lead to interactive involvement—may not be strong enough
 - Central hub comes to mind—two-way street
 - Ignites curiosity
 - Wonder involves curiosity about something—should be included
 - Something that relates to gathering—learn and share more
 - Enhances a sense of belonging



CURRENT VISION

Novi Public Library is a center of community activity and a source of local pride. It is a library that fulfills the needs of the community in a comfortable, user-friendly, well-staffed facility that is capable of adapting to change..

Thoughts for the Vision

- What would happen to residents of Novi if the Mission was completely fulfilled?
 - Better connected community—nurture
 - How do we put all of the groups together—stitch together and make more cohesive
- What would make the statement better?
 - Diversity is a fact needs to go more toward inclusion
 - More of a destination place that everyone knows about and what is offered
 - Community sees as vital/essential
 - Destination is a fascinating word—escape
 - Cultivate environment to expose—inspire and cultivate—understand and respect—inviting
 - Residents ambassadors for the library
 - Put staff in as an investment that can give back to the community
- What things are unique to Novi?
 - Not visionary anymore—is what we do
 - Dynamic