### Completing the ACJV Vision and Mission Revision

**Background – Excerpt from July 2015 Meeting Minutes:**

Rick noted that we have formed a workgroup to revise the ACJV Strategic Plan. After the Spring (2105) retreat the workgroup worked on condensing the previous Strategic Plan and revising the Mission and Vision. We are still struggling on how to incorporate measureable objectives. We have had a more recent conference call than the draft in front of the Board. Rick would like the Board to decide on the Vision statement. Do we include human and societal values? Rick thinks the shorter version is implicit in including human dimensions. Dianne and David would include the ecological and societal values. Does the Board agree to the following?

“An Atlantic Coast region where native birds thrive to support ecological and societal values.”

What about the word habitat? So we could have “where native birds and their habitats thrive.” Mitch suggested adding the “ecological and societal values” to the Mission statement instead of having it in the Vision statement. Dianne would like to keep the concept of human dimensions in the Vision statement. Pam would strongly support keeping the human aspect in, but have it in the Mission statement. Rick noted that we have two vehicles (Vision and Mission) and three concepts: birds, habitats and people. We need to decide where to put each of those. Do we have a preference on how we move forward? Pam suggested that on the last call we modified the Vision and Mission statement, and asked if we can share that. Gwen suggested “An Atlantic Coast region where birds and their habitats thrive in a cultural landscape.” EJ suggested “An Atlantic Coast region where birds and their habitats thrive and benefit people.” Mark Scott suggested adding “American” people. David asked who are the “people?” Who decides what the benefit is? Pam suggested that the benefit would be what we decide it is. Harder to think about what society wants, easier to think about what the benefits are. Rick thinks all the societal values are in the mission statement. Catherine wants to put a period after the word thrives (“An Atlantic Coast region where native birds and habitats thrive.”). It would deal with the benefits to ecological and societal values in the mission statement. David would like to know how the Mission statement will read before agreeing to this suggestion.

Dianne said “for the benefit” doesn’t convey the notion off access. Mike Burger said he was getting comfortable that the benefit includes ecosystem services and enjoyment of the public (i.e., access). Catherine asked Dianne if this is a public access issue. Dianne said that this is a big part of it. Catherine wondered whether the Board needs to decide what the role of the ACJV is in public access, versus the role of our individual agencies/organizations. Mike wants to include societal values but doesn’t want to include public access explicitly. Mitch would like us to keep benefit since it is a much wider concept. Rick thinks we’re close and would like the workgroup to revise the Mission and get back to the Board with language that includes “use, benefit and possibly enjoyment.”

### Definitions:

**Mission:** one-sentence statement describing *the reason an organization/program exists*. Should be a practical, tangible tool you can use to *make decisions about priorities, actions and responsibilities.*

**Vision:** one-sentence statement describing the *clear and inspirational long-term change resulting from our work.* Should be a practical, tangible tool you use to lead the partnership in *achieving quality results.*

Both need to: be clear and simple, avoid buzzwords and elaborate language, be easily explained by others, be recognizably ours, not be confused with each other.

### Vision/Mission Status:

**From the ACJV website:**

**Vision:**

None

**Tagline:**

Partners working together for the conservation of native bird species in the Atlantic Flyway region of the United States

**Mission:**

To facilitate a partnership focused on habitat conservation for native birds in the Atlantic Flyway of the United States

**Strategic Planning Committee Recommendation:**

### Vision:

### Thriving populations of native birds valued by people throughout the Atlantic flyway

**Mission:**

Partnering to restore and sustain native bird populations and habitats throughout the Atlantic Coast Joint Venture region.