

# A Vision Statement for the Republican River Basin-Wide Plan

## Vision Statements

Answering the question: What do you see in the future for this basin?

**Vision statements represent a desired end-state:** A vision statement is a one-sentence statement describing the clear and inspirational long-term desired result of the plan; a vivid idealized description of a desired outcome that inspires; focusing on the goals and aspirations of the plan. These statements are designed to be uplifting and inspiring. They're also timeless: even if strategies change, the vision will stay the same. *The function of a vision statement is to concisely declare the aspiration of the plan in a **future-oriented manner**. It will help focus the discussion of what makes sense to include in the Plan and in what context. Vision statements are typically one concise, clear sentence.*

## Vision Statement Guidelines

The best vision statements for result areas describe outcomes that are ten or more years away, although some look even further out. For projects the vision statement should focus on the desired outcome of the project/goal at its completion date.

## A Vision Statement Should Describe the Best Possible Outcome

In general, a vision statement is based on the best possible outcome. In fact, you might want to envision something even better than what you consider to be the best possible outcome.

## Summarize the Vision in a Powerful Phrase

If possible, try to summarize your vision using a powerful phrase. Capturing the essence of your vision using a simple memorable phrase can greatly enhance the effectiveness of your vision statement.

Take for instance Microsoft's vision of "A personal computer in every home running Microsoft software." This simple yet very powerful phrase can be used to remind everyone of the vision.

## Other Example Vision Statements:

**Ducks Unlimited:** Wetlands sufficient to fill the skies with waterfowl today, tomorrow and forever (13 words)

**Smithsonian:** Shaping the future by preserving our heritage, discovering new knowledge, and sharing our resources with the world (17 words)

**Boy Scouts of America:** To prepare every eligible youth in America to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law. (24 words)

**VFW:** Ensure that veterans are respected for their service, always receive their earned entitlements, and are recognized for the sacrifices they and their loved ones have made on behalf of this great country (32 words)

**Oxfam:** A just world without poverty (5 words)

**Feeding America:** A hunger-free America (4 words)

**Human Rights Campaign:** Equality for everyone (3 words)

**National Multiple Sclerosis Society:** A World Free of MS (5 words)

**Alzheimer's Association:** Our vision is a world without Alzheimer's (7 words)

**Habitat for Humanity:** A world where everyone has a decent place to live (10 words)

**Oceana** seeks to make our oceans as rich, healthy and abundant as they once were (14 words)

**Make-A-Wish:** Our vision is that people everywhere will share the power of a wish (13 words)

**charity: water** believes that we can end the water crisis in our lifetime by ensuring that every person on the planet has access to life's most basic need — clean drinking water (28 words)

## What we've heard from you:

Excerpts from the Stakeholder Advisory Committee Meeting on August 18, 2015

### ***Community Vitality, what is it?***

- **What do you see? - vision**
  - Maintain the tax base
  - Aquifer health and longevity
  - Stable water supply
- **How do you get there? – mission/goals/objectives**
  - A stable irrigated economy = community vitality
  - Jobs, specifically the water necessary to support jobs
  - Retaining and attracting young people
  - Investment in infrastructure
  - High quality schools are important to community vitality and a healthy agricultural tax base supports high quality schools
  - Increased efficient use of resources including human resources – increased non-water related jobs
  - Grain and animals
  - Predictable, stable regulations over the long haul
  - Water must be regulated to achieve sustainability
  - Continued Compact Compliance is essential

### Vision for Discussion:

"Republican River Basin is economically vibrant and water responsibly used."

## Mission Statements, Goals, Objectives and Action Items

### Vision and Mission Statements do distinctly different jobs.

**Vision Statements** are inspiring, uplifting, and aspirational. They tend to focus on the distant future looking forward more than ten years. They represent an ideal outcome.

**Mission statements**, in contrast, answer the question why the plan exists and defines the plan's purpose. These statements are set in the present tense, and they explain why you exist. Mission statements tend to be short, clear and powerful. This is a short practical, tangible tool used to make decisions about priorities, actions and responsibilities. A mission statement clearly communicates what the plan does. Good mission statements should be **clear, memorable, and concise**.

Mission and vision statements are complementary to each other. Vision statements show you an idealized description of your ultimate destination, while mission statements represent your chosen path or how you get there.

### Example Mission Statements

**Ducks Unlimited** conserves, restores, and manages wetlands and associated habitats for North America's waterfowl. These habitats also benefit other wildlife and people. (20 words)

**Smithsonian:** The increase and diffusion of knowledge. (6 words)

**Make-A-Wish:** We grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. (21 words)

**Boy Scouts of America:** To prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law. (25 words)

**Oxfam:** To create lasting solutions to poverty, hunger, and social injustice. (10 words)

**charity: water:** We're a non-profit organization bringing clean, safe drinking water to people in developing countries. (14 words)

**Habitat for Humanity International:** Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities and hope. (16 words)

**National Multiple Sclerosis Society:** We mobilize people and resources to drive research for a cure and to address the challenges of everyone affected by MS. (21 words)

**Feeding America:** To feed America's hungry through a nationwide network of member food banks and engage our country in the fight to end hunger. (22 words)

### **For the Republican River Basin-Wide Plan the Mission is clearly defined in statute:**

sustaining a balance between water uses and water supplies so that the economic viability, social and environmental health, safety, and welfare of the river basin, sub-basin, or reach can be achieved and maintained for both the near term and the long term

Goals, Objectives and Actions Items will be the substance of the plan. Detailed work to be done by this plan fits into these categories.