

ACTIVITY: REVISITING MISSION AND GOALS

Objective

To verify that an organization's activities and outcomes are in line with its stated mission and goals

Materials Needed

Half sheets of paper

Pens

Markers

Tape

Copies of mission and goals (If the organization does not have goals or a mission statement, try to find something that is a directional statement, with objectives or strategies that are generally accepted within the agency. If nothing like this is available, postpone this activity until these can be developed.)

Time Required

Approximately 60 minutes

WHAT	TIME	HOW	MATERIAL
Step 1 Introduction	10 min.	<ul style="list-style-type: none"> * Distribute copies of mission and goals. Review these to determine whether the participants have any questions or concerns about the content. * Divide a section of the wall into three columns, using these headings: <ul style="list-style-type: none"> – <i>Mission and Goals</i> (in this column, use the following subcategories, starting at the top and moving down: Mission, Goal 1, Goal 2, etc.) – <i>Program Activities</i> – <i>Changes in Youth Behavior</i> 	Copies of mission and goals Half sheets of paper Markers
Step 2 Examining the mission and goals	15 min.	<ul style="list-style-type: none"> * Ask participants to each jot down, on half sheets of paper, three key words from their mission statement and goals that most accurately reflect their work today. * Have them place the half sheets in the appropriate place under Mission and Goals section on the wall. * Discuss questions such as these: <ul style="list-style-type: none"> – How well do the mission and goals represent your actual work? – Do the mission and goals articulate the outcomes that you hope to achieve? 	Half sheets Tape

WHAT	TIME	HOW	MATERIAL
Step 3 Determining how program activities tie to the mission and goals	15 min.	<ul style="list-style-type: none"> * Have participants, working in small groups, write on half sheets any actual program activities they can think of that reflect the mission and goals (one activity per sheet). * Ask a representative from each group to place these in the “Program Activities” row, across from the related mission piece or goal statement. * Ask the following: <ul style="list-style-type: none"> – To what extent are your program activities reflective of your mission and goals? – Using a specific example from the wall, can you track a specific activity back to a goal and a piece of the mission statement? 	Half sheets Markers Tape
Step 4 Tracking mission and goals through to behavior change	15 min.	<ul style="list-style-type: none"> * Ask participants, still working in small groups, to write on blank half sheets (one idea per sheet) the places and ways in which youth have been involved in various activities. * After these have been posted, repeat the process to post changes they have seen in youth (i.e., youth outcomes) as a result of their participation in various program activities. * Discuss the following questions: <ul style="list-style-type: none"> – Are the changes you see in youth consistent with the goals outlined in your mission? – How well do your mission and goals map to your activities and youth outcomes? 	Half sheets Markers Tape
Step 5 Reflection and discussion	5 min.	<p>Process this activity with the full group, using such questions as these:</p> <ul style="list-style-type: none"> * What piece of information on the wall stood out for you? * What lessons can you take from this exercise? * Were there any surprises for you? * How can you use this information in your organization in the near future? 	

One major key to successful evaluation planning is the use of logic modeling to help organizations become more purposeful in their work. As you revisit your mission and goals, you will probably discover that your actions and activities have been somewhat random. However, if you make an effort to build a logic model for each program thrust, priority, or goal area, you are likely to be better focused on achieving success in all areas of your work.

As you move on to the development of a logic model in the next section of this book, you will look more closely at activities that are planned or are currently in progress and at the anticipated results of these activities. It is important that you maintain only those activities that help move the organization toward the fulfillment of its mission and goals. You now have the information with which to make that judgment.