



# Foundational Teams Showcase

## Coalition Mission Development

*Partner:* Regional Youth Employment Coalition

*Foundational Team:* Project & Resource Management/Continuous Improvement

*Date Completed:* 3/15/2018

<b>The Challenge</b>	The St. Louis Regional Youth Employment Coalition (RYEC) had recently formed and was seeking to crystalize its purpose by developing a mission statement. The coalition sought Foundational Team support to develop a meaningful mission.
<b>The Response</b>	<p>The Foundational Team members worked with the coalition to plan a mission development meeting. Two team members volunteered to facilitate the meeting. They worked with the coalition to ground themselves in the outcomes they seek and how they want to achieve these outcomes, to draft a statement, and to refine the statement as a group. The coalition's final mission:</p> <p><i>"To foster economic empowerment and strengthen quality of life through an equity lens by increasing youth employability, growing a diverse talent pipeline, and impacting systemic change as a synergistic, passion-driven collaborative."</i></p>
<b>Transferable Lessons</b>	<p>Several things contributed to the success of the meeting:</p> <ul style="list-style-type: none"><li>• We devoted enough time (2-3 hours, including a break) and allowed the conversation time to breathe.</li><li>• We established clear criteria for effective mission statements allowed the group to refer to these rather than having the facilitator as the judge or evaluator.</li><li>• We agreed that no mission statement will be perfect for every participant and perfect should not be the enemy of good. The goal was to develop a mission everyone is happy with (even if they weren't in love with it).</li></ul>
<b>Shareables</b>	We created an overview of the entire mission-development process, which includes tips for planning, a facilitation guide, and a sample agenda.
<b>Additional Resources</b>	<p>This work draws heavily from <a href="#">Fran Butterfoss' Ignite: Getting Your Community Coalition "Fired Up" for Change</a>. We highly recommend this resource.</p> <p>We also drew insight and examples from <a href="#">this presentation</a> from the Community Prevention Institute.</p>
<b>Future Direction</b>	Developing a mission set the foundation for RYEC's strategic planning process, which is nearing completion. The Foundational Team offered suggestions and feedback throughout this planning process.

*In the spirit of continuous learning, transparency, and building regional capacity, Ready by 21 St. Louis is publishing white papers on projects completed by its Foundational Teams that could be useful for other organizations and coalitions that are working on important regional issues.*