



**@dallas**  
Park & Recreation

Mission and Vision Workshop II  
February 19, 2015

# What Is a Mission Statement?

It defines an organization's **purpose** and primary **objectives**.

It should be broad and comprehensive and answer:



# Why a Mission Statement?

Although shared publicly, a mission statement sets **internal direction** for leadership and staff.

It acts as a **guide** to measure success.



# What Is a Vision Statement?

It also defines an organization's purpose, but in terms of **values** rather than objectives.

It describes a **desired future** and should be:



# Why a Vision Statement?

To **inspire** by putting forward an idea that **excites** and **motivates** the public, staff, and leadership.



# Dallas Park & Recreation

## Mission

*Our mission is to:*

- *Recover the quality and prestige of the Dallas park system*
- *Regain the confidence and enthusiasm of our citizens*
- *Reposition the Dallas Park and Recreation Department as a recognized state and national leader*

# Alternative Missions from 2/5 Workshop

DPARD's mission is to:

42% *foster lifelong recreation for Dallas residents and be stewards of the city's treasured open space resources.*

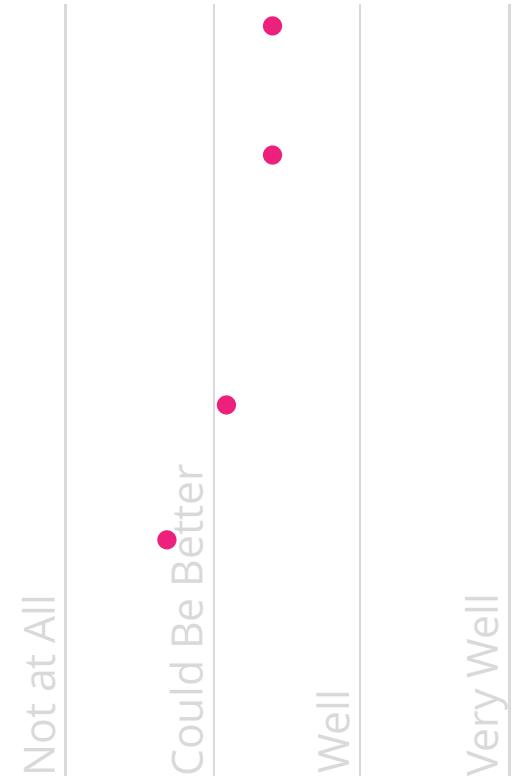
25% *be a driving force in delivering quality parks, recreation programs, and services, promoting an active and healthy community, protecting natural resources, and enhancing Dallas' physical character.*

25% *provide diverse recreational experiences that enrich the community's quality of life.*

8% *promote convenient opportunities for indoor and outdoor recreation for people of all ages.*

How well do these missions address:

- who we are?
- what do we do?
- for whom?



# Alternative Missions (revised)

DPARD's mission is to:

**Alt 1** *foster lifelong recreation for Dallas residents and be stewards of the city's treasured parks and open space resources.*

**Alt 2** *deliver quality parks and recreation programs, promote an active and healthy community, protect natural resources, and enhance Dallas' physical character.*

How well do these missions address:

- who we are?
- what do we do?
- for whom?

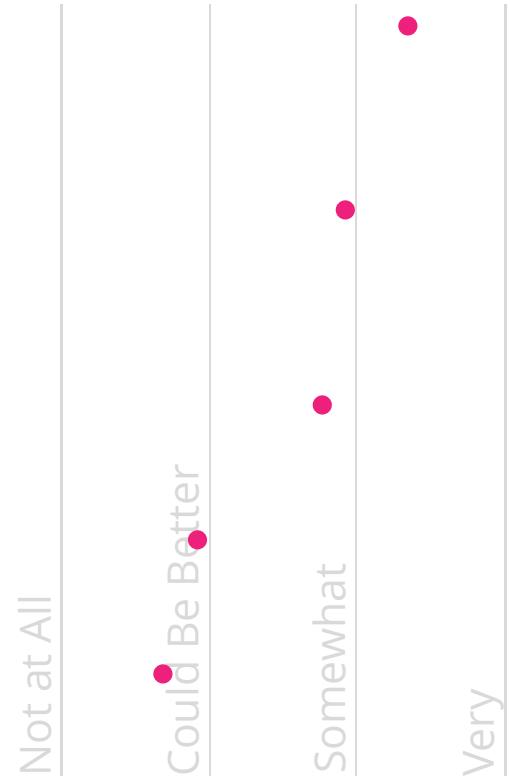
# Alternative Visions from 2/5 Workshop

DPARD's long-term vision is for:

- 50% *integrated parks and open spaces and state-of-the-art programs and facilities that promote health, economic vitality, conservation, and community identity.*
- 50% *a comprehensive system of parks, open spaces, and recreational facilities that sustains, inspires, and invigorates.*
- 0% *a world-class system of parks and open spaces that enhances community identity and vitality.*
- 0% *a premier Park and Recreation system in the United States.*
- 0% *beautiful, well-designed parks; verdant and sustainable open spaces; and a vigorous and healthy populace.*

Are these visions:

- brief and memorable?
- inspiring and challenging?
- descriptive of the ideal?
- appealing to as many as possible?



# Alternative Visions (revised)

DPARD's long-term vision is for:

**Alt1** *a comprehensive system of parks, open spaces, and recreation centers that sustains, inspires, and invigorates.*

**Alt2** *integrated parks and open spaces and state-of-the-art programs and facilities that promote health and conservation and contribute to economic vitality and community identity.*

Are these visions:

- brief and memorable?
- inspiring and challenging?
- descriptive of the ideal?
- appealing to as many as possible?

# Discussion

