

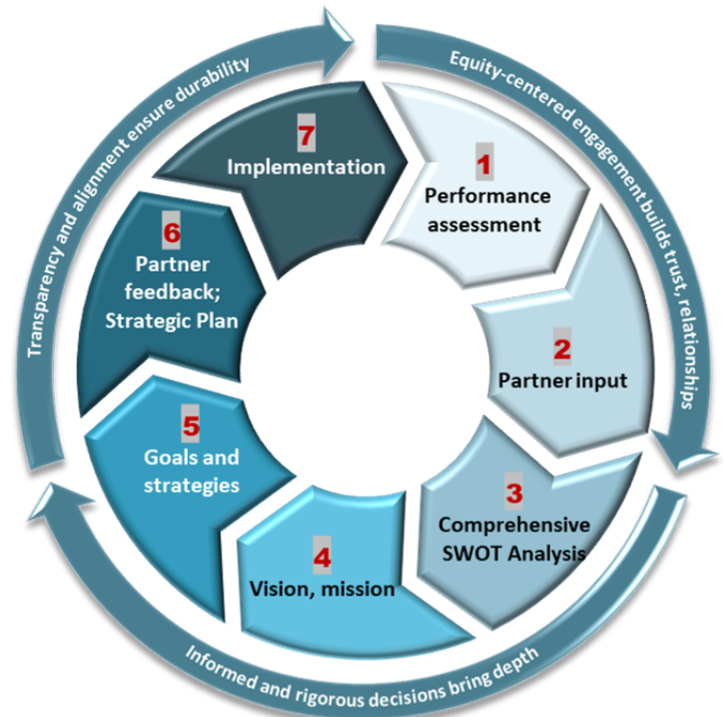
Results: BWSR Vision-Mission Workshop

5 October 2023, 9 am-1 pm; BWSR St. Paul Office, 520 Lafayette Road North, Rooms 200 and 201

Process

This workshop was a critical step in BWSR's strategic planning process shown in the graphic and briefly described below:

- **Performance assessment**, March-May 2023: Assess performance against the current strategic plan; share results
- **Engagement Round 1**, May-July: Gather input from staff, board members, and key partners around the state; compile, analyze, and share results
- **Analyses and Planning**, August-November: Conduct SWOT analysis and use those results along with input from round 1 engagement to refine BWSR's vision and mission and prepare draft goals and strategies
- **Engagement Round 2 and final plan**, November 2023-February 2024: Gather feedback on draft vision, mission, goals, and strategies, and use results to finalize *working* Strategic Plan



In preparation for the workshop, BWSR managers, supervisors, and board members were asked to review the following background information:

- State of Minnesota One Minnesota Plan: [vision, mission, priorities, guiding principles](#)
- BWSR 2017-23 [Performance Assessment](#)
- Round 1 engagement [analysis](#)
- SWOT [introductory memo](#) and [draft results](#) (Internal strengths and weaknesses and external opportunities and threats)

They also received the grounding information about vision and mission statements, along with multiple examples. That information is described below along with workshop results.

Vision

Grounding information

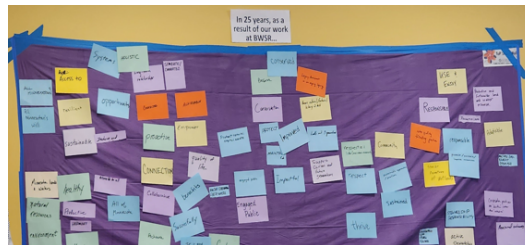
Vision (desired end state)

- **Definition:** A one-sentence statement describing the clear and inspirational long-term desired change or future resulting from an organization or program's work – think generationally. The best visions are inspirational, clear, memorable, and concise.
- **Guidelines:**
 - Clear and easy to understand: Simple and concrete language, 8th grade reading level (10th max.), and avoid buzzwords and jargon
 - Concise – short and to the point: 5-14 words (20 max), avoid words over 12 letters or 4 syllables, and no more than 1 word-string (A, B, and C)
- **Workshop prompt:** In 25 years, as a result of BWSR's work...

Results

After a lengthy collaborative and consensus-based process, workshop participants developed the following **draft BWSR vision: All of Minnesota benefits from lands and waters that are ecologically and economically sustainable.**

Along with the draft mission and results from the earlier strategic planning work (see above), this will guide the team's development of long-term goals and mid-term strategies. The draft vision, mission, goals, and key strategies will then go out for Round 2 feedback from staff and external partners before being finalized in early 2024.



Mission

Grounding information

Mission (what you do)

- **Definition:** A one-sentence statement describing the reason the organization exists and used to help guide decisions about priorities, actions, and responsibilities. Good mission statements are written in the present tense and should be clear, memorable, and concise.
- **Guidelines:**
 - Use building blocks: actions, key stakeholders/beneficiaries, services/programs/solutions, problems/needs, and cause or commitment
 - Be clear and concise: 5-14 words, 20 max; max of 1 word-string (A, B, & C); 8th grade reading level, 10th grade max; fewer than 20 syllables total, 30 max; avoid long or complicated words



Results

Following a similar process, workshop participants developed the following **draft BWSR mission: Provide opportunities that support partners to advance local conservation.**