



CREATING A VISION STATEMENT

*“Why not spend some time in determining what is worthwhile for us, and then go after that?”
-- William Ross*

Description:

A statement that declares what your community views as the desired state.

Resources you’ll need:

- ✓ Meeting space, announcements, and refreshments.
- ✓ Residents, potential partners/allies, and representatives of agencies, community-based organizations, schools, local interest groups and business willing to participate in this important process.
- ✓ A trained facilitator to facilitate discussion and help the group reach consensus. Contact the Kern County Network for Children¹ if your community is in need of this service.
- ✓ Copies of the completed vision statement to distribute to community members and potential partners. If community members speak languages other than English, have the statement translated.

Track your progress by:

Communicating about: what you want, what you need, how you did, and how you did it.

Approximate time frame:

Determine a reasonable time frame and work diligently to meet it. Sample timelines are attached.

Tools that may be helpful:

(Many of these documents can be accessed and printed from the “**Contents & Process At A Glance**” page under “**Tools**”.)

- Statement of philosophy and mission.
- KCNC Neighborhood Partnership project vision statement and guiding principles.
- Key Elements of a Healthy Community.
- Historical Summary: The KCNC Neighborhood Partnership Project.

Potential barriers to watch for and suggestions for overcoming them:

- Lack of communication. It’s critical that community and council members know, understand, embrace, and actively support the vision.

¹Refer to the directory of agencies included in the appendix for the name, address, telephone and fax numbers.

Success indicators to celebrate:

- ◆ The vision statement invites enthusiasm, is easily understood, and embraced by all.
- ◆ The vision is viewed by all as a common course of action to improve the community, as opposed to a “pilot project.”

For technical assistance call:

The Kern County Network for Children¹.

¹Refer to the directory of agencies included in the appendix for the name, address, telephone and fax numbers.

PRIORITY RESULTS

“Desires must be simple and definite. They defeat their own purpose should they be too many, too confusing, or beyond a man’s training to accomplish.”

-- George S. Clason

Description:

Measurable improvements in the lives of children and families, based on the findings of the community needs assessment process. These selected priority results should reflect the community’s consensus regarding which:

- * issues are of highest priority for their children and families
- * child and family outcomes are within the community’s power to improve, based on a full utilization, reconfiguration, or redesign of available resources.

<i>Example:</i>	
Priority concern:	30% of the children registering for kindergarten for the 1996-97 school year were in need of immunizations.
Priority result:	A 25% increase in the number of children fully immunized by age 2.
Measurement:	The community coordinating council, In conjunction with the Health Department and Clinica Sierra Vista, will collect and maintain monthly statistics documenting the number of children fully immunized by age 2.

Resources you’ll need:

- ✓ Council member expertise regarding community issues, weaknesses, strengths, and needs to develop “draft” priority results.
- ✓ Meeting space, announcements, and refreshments for a “town meeting” to present the “draft” priority results for community member feedback and input. If applicable, consider scheduling a separate meeting and facilitator for non-English speaking community members.
- ✓ A trained facilitator to facilitate discussion and help the group reach consensus. Contact the Kern County Network for Children¹ if your community is in need of this service.

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Track your progress by:

Communicating about: what you want, what you need, how you did, and how you did it.

Approximate time frame:

Determine a reasonable time frame and work diligently to meet it. Sample timelines are attached.

Tools that may be helpful:

(Many of these documents can be accessed and printed from the “**Contents & Process At A Glance**” page under “**Tools**”.)

- Sample priority results.
- Sample work plan.
- United Way publications and materials focusing on outcome measurement. Contact the United Way of Kern County¹ for more information.

Potential barriers to watch for and suggestions for overcoming them:

- Priority results don’t target meaningful improvements and aren’t within the community’s power to improve. When determining priority results, focus on the priority concerns of community members.
- Selection of too many priority results. Avoid spreading your efforts too thinly. You’ll need short-term successes to build on and celebrate to keep spirits high, enthusiasm up, and members motivated.
- Recognize that measuring the number of services provided (e.g. children who receive counseling, immunizations, etc.) is different than measuring the priority result you plan to affect (e.g. reduced truancy, improved health, etc.). Measure the impacts that result from the families’ receipt of the service(s).
- Priority results that are not measurable. Is data available or will it become available?
- To avoid difficulty with truly measuring the impact of local activities on local problems, determine priority results--then design objectives and activities that will affect them. The impacts of priority results that are retrofitted or imposed on pre-planned activities are difficult to measure.

Success indicators to celebrate:

- ◆ The priority results address the priority concerns of community members.
- ◆ Community and council members understand, embrace, and mobilize to achieve the priority results.
- ◆ Your community is well on its way to having hard evidence that the lives of its children and families have been improved.

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