

# Vision vs. Mission vs. Values

| Element        | Answers the Question                        | Focus               | Time Horizon | Purpose                     |
|----------------|---------------------------------------------|---------------------|--------------|-----------------------------|
| <b>Vision</b>  | <i>Where are we going?</i>                  | Desired future      | Long-term    | Inspires and sets direction |
| <b>Mission</b> | <i>Why do we exist and what do we do?</i>   | Core work           | Present      | Guides daily actions        |
| <b>Values</b>  | <i>How do we behave and make decisions?</i> | Beliefs & behaviors | Always       | Shapes culture and choices  |

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## Vision

**What success will look like in the future**

- Aspirational and forward-looking
- Describes the ideal state for learners and the system
- Stable over time

**Example (District):**

*All learners graduate prepared to thrive in a changing world.*

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## Mission

**What the organization does every day to move toward the vision**

- Action-oriented and practical
- Defines purpose, services, and stakeholders
- May evolve as strategies change

**Example (District):**

*We provide high-quality instruction, supportive learning environments, and equitable opportunities for every student.*

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## Values

**How the organization commits to working and making decisions**

- Shared beliefs and non-negotiables
- Drive behavior, culture, and priorities
- Applied in both success and challenge

**Example (District):**

- Equity
- Collaboration
- Continuous improvement
- Integrity
- Respect



## **How They Work Together**

- **Vision** sets the destination
- **Mission** defines the work to get there
- **Values** guide how the work is done

A helpful metaphor: