

Chart Your Course!

The development of the

**MISSION STATEMENT,
CULTURE STATEMENT,
and
GOAL CHART**

for the

Creek Valley Middle School Band Program

SPRING 2005

Introduction and Overview

This may very well be the most important project you have EVER done in school. Not only will your ideas and thoughts be the force that shapes the accomplishments of the band program here at Creek Valley, much of what we develop as a team through this process may steer the direction of the band program for generations to come. Who knows, your children may someday benefit from the decisions made this semester about the Creek Valley Band.

This certainly will be one of the most thought provoking processes you will ever go through as a middle school student. I am 100% positive that each of you are capable of the task before us and you were voted by your peers, and appointed by us to serve, based on qualities that set you apart from the rest of the crowd.

This semester we, as a group, will develop a MISSION STATEMENT and CULTURE STATEMENT for the band as well as lay the ground work for the development of a GOAL CHART for the rest of this semester and each school year to follow.

MISSION STATEMENT

What is a 'mission statement'?

A mission statement is an organization's definition of why it was created or what purpose it serves in its existence. A good mission statement should accurately explain what the organization hopes to achieve in the future (in non-specific terms). "What are we going to DO?"

CULTURE STATEMENT

What is a culture statement?

A culture statement is an organization's definition of what it wants to be known for. Not just currently, but in the future. The culture statement should accurately communicate to others what environment they can expect by being a member of the Creek Valley Band. "What are we going to BE?"

GOAL CHART

What is a goal chart?

A goal chart is just like a road map that defines for the rest of the organization what checkpoints we plan to pass along the path toward the end of the school year. Although everything we do should be analyzed for its compliance with the mission and culture statements (is what we are doing in line with our long-term goal and are we doing it in the atmosphere that we promised?), the goal chart will help us measure growth and success throughout the process.

Mission Statement.....

Before we can develop the Mission Statement for the Creek Valley Band, we should take a look at a few sample mission statements from other organizations and analyze what each of them is trying to communicate.

The mission of Creek Valley Middle School:

Committed to Paths of Excellence

This mission is short and to-the-point. It's easy for members (teachers) of the organization to remember and helps guide decisions about instruction and school climate.

The mission of Big Brothers / Big Sisters:

The mission of Big Brothers / Big Sisters of America is to make a positive difference in the lives of children and youth, primarily through a professionally-supported, one-to-one relationship with a caring adult, and to assist them in achieving their highest potential as they grow to become confident, competent, and caring individuals, by providing committed volunteers, national leadership and standards of excellence.

This mission is a little longer, but fully describes what BB/BSOA really sets out to do on a continual basis, HOW they intend to do it, and what qualities they are looking to foster in participants (what they want people to get from the experience).

The mission of Metrocrest Social Services (our official charitable organization):

The MISSION of Metrocrest Social Services is to provide short-term emergency services to improve life situations of residents in Carrollton, Farmers Branch, Addison, and Coppell Texas. We commit ourselves to this mission by providing assistance to our community.

And, finally, the mission of the Denton High School Band:

The mission of the Denton High School Band is to promote excellence in music, to build trust in each other, to set a high standard of performance in our region, area, and state, and to develop character and integrity in every individual as well as a whole. It is our goal to maintain these expectations while still upholding an enjoyable and productive environment within our school and community.

Let's get started...

Mission Statement Brain Thunder.....

A mission statement really exists in three parts: the VISION, the ACTION, and VALUE. In each block below, jot down some thoughts about each of the categories. Answer using your own thoughts and feelings and not by writing what you *THINK* someone else may want you to say.

VISION What do we really want to do? What do we want to accomplish? What is the ultimate result of our work?	ACTION How do we plan on doing it? What are we going to do about it? By...Through...To...	VALUE Why? What guides our pursuit? What are some of the reasons we do this?

If you need more space (which is highly likely), feel free to use the next page. I left it blank for this very reason!

Mission Statement Brain Thunder 2

Quickly review what you have written in the boxes on page 4. Someone now asks you, "So, what? Every band is the same. What makes the Creek Valley Band unique?"

You say...

What are some of the things that you enjoy most about being in band? What things do you look forward to most about band?

Culture Statement

Again, the culture statement of the Creek Valley Band should be a definition of what we want to be known for *outside* our immediate school community. A real focus should be placed on characteristics of a CVMS band student, behaviors that are essential to our success, and traits that people SHOULD recognize in Creek Valley Band members.

A good example of a culture statement is this one from the Denton High School Band:

We are proud to be a supportive community with a feed-back rich environment that embraces change, values diversity, and learns from our experiences. We thrive on creative and innovative ideas, which add value for all band staff, students, parents, and community. We achieve our goals because we are accountable for our contributions to the DHS Band. We have a passion to succeed together and celebrate our accomplishments.

Other good examples can be seen at . . .

- www.qualitylogic.com/about_us/culture.html
- and
- www.highpointins.com/userdocs/culturestmt.htm

Brainstorm a bit...

What is it like to be in the CVMS Band? _____

What convinced you to join? _____

What do you think members of other bands think about the CVMS Band? _____

What do you think your parents think about the CVMS Band? _____

Culture Statement (cont.).....

What do you think your non-band friends think about your being in band (if you have any non-band friends)? _____

If you were only given one word to describe the band, what would it be? _____

Notes

Goal Chart

As we develop our goal chart, we will not only discuss goals for the remainder of this year, but will also discuss goals for the 2005-2006 season.

Unlike a mission statement, the goal chart should reflect immediate chances for accomplishment. Each goal should be tangible (realistic), measurable, occur in a given time frame, and attainable.

It is important to question yourself about milestones along the way. For example, becoming State Honor Band would first include surpassing the region and area levels first.

Goals should always inspire members to ask themselves . . .

Is that the best I can do at this exact moment?

What would I need to do to get to the next level? What would WE need to do to get to the next level?

Am I satisfied with what I have done today toward the accomplishment of the goals?

What support do I need from others to get to that next level?

Define a rubric (measuring stick) of how to judge the accomplishment of the goal. For example, if the group decides that a goal is for 20 people to make the All Region band next year, should only having 18 people make it be considered unsuccessful? Or, are there 'degrees' of success? If so, what are they? Think about that.

It is best to think of the year chronologically when developing a goal chart. A ROUGH calendar of events is provided for you on page 10. Let's discuss each event and the goals for each.

Goal Chart Calendar 2004-2005

Remainder of the 2004-2005 school year:

Event	Goal
February Concert	
5 th Grade Recruiting	
Solo and Ensemble	
Rehearsal-a-thon	
Percussion Ensemble Concert	
UIL After school clinic 1	
UIL After school clinic 2	
Pre UIL	
Spring Break	
UIL	
Weekly Sectionals	
Meyerson	
Spring Concert	
Hebron High School	

Remember, goals need to be measurable, attainable, and realistic.

Mission Statement Final

After all the work is done, write the Mission Statement for the Creek Valley Band here:

Culture Statement Final

After all the work is done, write the Culture Statement for the Creek Valley Band here:
