

Figure 3.1: Protocol for Developing a Guiding Coalition Mission Statement

Time Frame for Protocol (Approximately Forty Minutes)
Step 1 (approximately ten minutes): Individually review and write responses to the following questions on a notecard to generate ideas and personal reflection prior to group work. a. What is the fundamental purpose of our team? b. Why do we exist, and how can we benefit staff and students? c. What are the challenges and barriers we have identified as roadblocks? d. How can our guiding coalition refine our priorities and enhance our focus to truly embody and fulfill our district or school mission statement?
Step 2 (approximately twenty minutes): Draft a mission statement. a. Place guiding coalition members in groups of three. Balance groups to ensure all voices are heard. This may mean carefully selecting personalities to partner up in groups. b. Groups craft a guiding coalition mission statement on chart paper by answering the question, What is the fundamental purpose of our guiding coalition, and how will we help our district or school truly embody and fulfill our school mission? c. Groups partner with another group and share their mission statements. Groups then combine their ideas to make one collective mission statement for that group and write this mission statement on a separate piece of chart paper. This may result in groups picking one mission statement they like the best and weaving in key words or phrases from the other group's mission statement or combining statements to write a new mission statement with words and phrases from both. d. All groups post their newly revised guiding coalition mission statement in the room.
Step 3 (approximately ten minutes): Select a guiding coalition mission statement. a. Guiding coalition members each receive two colored sticker dots (one green and one of another color). Team members will use these dots to vote for their top two choices by sticking them to the chart paper with the statement they like best and second best. They should vote based on which statements best describe the guiding coalition's fundamental purpose. b. After members vote, the guiding coalition then narrows down and agrees on one statement. c. This statement is then shared with the staff and used to help the guiding coalition fulfill the district or school's mission.