

Vision, Mission, Values, Goal, Objective

**Sin Somuny, MD, MPH,
Executive Director, MEDiCAM**

Vision

- **Outlines what an organization wants to be**
- **How it wants the world in which it operates to be “idealized view of the world”**
- **It is a long term view and concentrates on the future/a descriptive picture of a desired future state**
- **It is an emotive and is a source of inspirations**
- **Broad, precise, and short, and represents common goals of most people**

Examples of Vision

- **A charity organization that is working with the poor may have their vision statement which reads “a world without poverty”.**

Mission

Defines the fundamental purpose of an organization or an enterprise, succinctly describing **why it exists and what it does to achieve its vision**. For example, the charity above might have a mission statement as "providing jobs for the homeless and unemployed".

Values

- Beliefs that are shared among the stakeholders of an organization
- Values drive an organization's culture and priorities and provide a framework in which decisions are made
- For example, "Knowledge and skills are the keys to success" or "give a man bread and feed him for a day, but teach him to farm and feed him for life"

Vision v.s Mission

- **V:** a descriptive picture of a desired future state
- **M:** a statement of a business rationale, applicable now as well as in the future. The mission is therefore the means of successfully achieving the vision.
- Organizations sometimes summarize goals and objectives into a mission statement and/or a vision statement. Others begin with a vision and mission and use them to formulate goals and objectives.

Examples

- **Vision:** As defined by the PMNCH Strategic Framework 2012-2015, the PMNCH Vision envisions "the achievement of the MDGs, with women and children enabled to realize their right to the highest attainable standard of health in the years to 2015 and beyond.

Example

- **Mission:** The PMNCH Strategic Framework 2012-2015 defines the PMNCH Mission as: "Supporting Partners to align their strategic directions and catalyse collective action to achieve universal access to comprehensive, high-quality reproductive, maternal, newborn and child health care."

MEDiCAM

- **Vision:** “Improved health status in Cambodia by building bridges between civil society and the Royal Government of Cambodia through enhancing evidence-based policy development and program designs”
- **Mission:** “is the primary networking agency that seeks to link all stakeholders in the health sector by coordinating and representing voices of civil society organizations, promoting evidence-based policy development and program designs, building capacity of its members, strengthening social accountability, & sharing relevant health information”

Summary

Vision	Mission
Long term desire	What does it do to reach there?
Emotive	Rationale of the organization's business
Source of inspiration	Could include the beneficiary
Broad	
Precise	
Common desire of most people	

Strategic Objectives

- **SO 1: Broker knowledge and innovation for action, leading to increased access to, and use of, knowledge and innovations to enhance policy, service delivery and financing mechanisms.**
- **SO 2: Advocate for mobilizing and aligning resources and for greater engagement, leading to additional resource commitments for RMNCH, visibility of women's and children's health issues in relevant forums, and consensus on evidence-based policy development and implementation.**
- **SO 3: Promote accountability for resources and results, leading to better information to monitor RMNCH results, as well as better and more systematic tracking of how resource commitments are actually allocated.**

Polamar Community College: Vision, Mission, Values, Goals and Objectives

- **Vision:** Learning for Success
- **Mission:** Our mission is to provide an engaging teaching and learning environment for students of diverse origins, experiences, needs, abilities, and goals. As a comprehensive college, we support and encourage students who are pursuing transfer-readiness, general education, basic skills, career and technical training, aesthetic and cultural enrichment, and lifelong education. We are committed to promoting the learning outcomes necessary for our students to contribute as individuals and global citizens living responsibly, effectively, and creatively in an interdependent and changing world.

Values

Palomar College is dedicated to achieving student success and cultivating a love of learning. Through ongoing planning and self-evaluation, we strive to improve performances and outcomes. In creating the learning and cultural experiences that fulfill our mission and ensure the public's trust, we are guided by our core values of

- Excellence in teaching, learning, and service
- Integrity as the foundation for all we do
- Access to our programs and services
- Equity and the fair treatment of all in our policies and procedures
- Diversity in learning environments, philosophies, cultures, beliefs, and people
- Inclusiveness of individual and collective viewpoints in collegial decision-making processes
- Mutual respect and trust through transparency, civility, and open communications
- Creativity and innovation in engaging students, faculty, staff, and administrators
- Physical presence and participation in the community

Goals/Objectives

The words Goal and Objective are often confused with each other. They both describe things that a person may want to achieve or attain but in relative terms may mean different things. Both are desired outcomes of work done by a person but what sets them apart is the time frame, attributes they're set for and the effect they inflict.

Goal/Objective

Both terms imply the target that one's efforts is desired to accomplish. Goals are generically for an achievement or accomplishment for which certain efforts are put. Objectives are specific targets within the general goal. Objectives are time-related to achieve a certain task.

Attributes of goals vs. objectives

- Differences in scope

Goals are broader than objectives in the sense that goals are general intentions and are not specific enough to be measured. Objectives are narrow and are set for certain tasks in particular.

- Specificity

Goals are general while objectives are specific. Goals are just general intentions towards the attainment of something while objectives are precise actions for accomplishment of a specific task.

- Tangibility

Goals may be intangible while objectives ought to be tangible. Goals may be directed at achieving non-measurable things while objectives may be targeted at getting measurable things or tasks.

Attributes of goals vs. objectives

- **Differences in time frame**

Both have a certain time frame. Goals usually have a longer time-frame than objectives. Objectives are usually precise targets set for a short term. Goals may be set for a longer term but many objectives may be set within that goal.

- **Measuring goals and objectives**

Goals may or may not be measured but in most cases objectives are measurable.

SMART

SMART

Specific

Measurable

Achievable

Result oriented

Time bound

- **Specific:** Does the objective clearly specify what will be accomplished and by how much?
- **Measurable:** Is the objective measurable?
- **Appropriate:** Does objective make sense in terms of what the program is trying to accomplish?
- **Realistic:** Is the objective achievable given available resources and experience?
- **Time-based:** Does the objective specify when it will be achieved?

What, How much, Who, Where, When and how

At the end of the year 2005, 50 % (10,000) of PLHAs in Cambodia has recieved ARV at all ART services by improve the quality of CoC program.

Strategic Goals

Goal 1: Implement an integrated planning, review, and evaluation model that provides for the allocation of resources on the basis of department/unit and college-wide priorities.

- **Objective 1.1 Update existing Educational Master Plan, Facilities Plan, and Technology Master Plans and create Staffing Plan and Equipment Plans in accordance with the college's Integrated Planning and Resource Allocation Model.**
- **Objective 1.2 Establish a method in each planning council to evaluate the effectiveness of the previous year's allocations and to prioritize current year allocations.**
- **Objective 1.3 Modify the budget development process, ensuring that Program Review and Planning, Strategic Planning and Master Planning priorities are the basis of resource allocation decisions.**
- **Objective 1.4 Annually evaluate the extent to which the college's Integrated Planning Model reflects the college's mission and results in improvement.**

Strategic Goals

Goal 2: Strengthen programs and services in order to support our students' educational goals.

- **Objective 2.1 Open a Teaching and Learning Center on the San Marcos campus, as identified in the college's basic skills plan.**
- **Objective 2.2 Examine the processes by which students progress through English, mathematics, reading, and ESL sequences.**
- **Objective 2.3 Implement the GRAD (Goal, Responsibility, Attitude, Determination) campaign which encourages students to take responsibility for achieving their educational goals.**
- **Objective 2.4 Implement Student Learning Outcomes Assessment Cycles (SLOACs) and Services Area Outcomes Assessment Cycles (SAOACs) at the course, program, and institutional level to further improve institutional effectiveness.**
- **Objective 2.5 Establish processes to ensure the quality of distance education offerings.**

A descriptive picture of a desired future state, long-term

why it exists and what it does to achieve its vision

A desired outcome (intermediate term and broad)

Objectives are specific targets within the general goal. A desired outcome (initial)



Vision

Mission

Goal

Objective

Activites