

Bridge Committee Mission Statement Brainstorming Session Summary

We identified the primary function of the mission statement *to serve Leadership in guiding strategic planning and decisions*. The summary of votes is below (low score indicates higher priority)

What is the function of our statement and whom is it for?

- Primary function/audience (8) LEADERSHIP – our statement is a guiding star when considering priorities and new initiatives
- Secondary function/audience (16) EXTERNAL – our statement provides context for follow up information on programs and services
- Tertiary function/audience (18) STAFF – our statement is easy for committee members to understand, remember and own.

Due to limited time, brainstorming was performed on multiple questions simultaneously. In brief, the questions were: Helping who? Doing what? Help from? Problems solving? Causes supporting? Providing what? Following the brainstorming session, we allowed ideas that resonated with the committee to percolate to the top by indicating 10 phrases that resonated with members. This number is included in the table. I have organized the words into Mission Statement blocks. You may not agree with their designations, so feel free to move them around. You may also find that some ideas didn't make it into the brainstorming session. Nothing stops you from adding to the list.

In my first look at the list, it appears as if we are a bit light on actions. An action is a “high level verb” that kicks off the statement. You might want to think about action verbs, and here's a list for some inspiration: https://www.apu.edu/live_data/files/333/blooms_taxonomy_action_verbs.pdf.

Your next step is to piece together at least two draft mission statements. Try to use two different frameworks, especially if you happen upon a concept that you really like and want to explore ways to tweak it. Choosing terms that received high resonance marks during brainstorming may lead to more consensus when we choose a mission statement next month, but don't restrict yourself to this subset (or even the terms on this list) if you happen to be inspired by some other terms/phrases/ideas.

Brainstorming summary

Actions	
Sharing progress	1
Support	
Sharing outcome	
Targeted Beneficiaries	
Brockport community	4
Cyclists	2
Visitors	2
Businesses	2
Senior citizens	1
Schools	
Residents	
Greater Brockport community	
Causes	
Connectivity	3
Beyond the bridge	3
Positive communication	2
Hope, peace of mind	2
Positive representation/outlook	2
Future focused	2
Optimism	2
History	1
Quality of life	1
Future projects	
Rethink	
Reimagine	
Reinvent	
Experience	
Enrich lives	
Safety	
Fun	
Longevity mindset	
Internally positive	
Partners	
Town and Gown	1
Brockport Merchants Association and Chamber	1
Emergency Responders	1
Festivals/Events	1
Police/Fire Dept	1

DOT	1
Canal	1
Brockport school district representation	
Houses of Worship	
Churches	
Strong West	
Village board	
College radio	
AA/NA groups	
Not for Profits	
Service groups	
College	
partner with merchants	
Contractor	
Loop/Smith Street integration	
Bridge operators	
Welcome center ambassadors	
Problems	
Traffic	5
Getting bridge fixed	3
Disconnection	
Misinformation	
Business problems and concerns	
There will be problems	
Services	
Engagement	3
Communication (current, far reaching, and multifaceted)	3
Communication with visitors	2
Information	2
Advertising and Marketing	1
Special events	1
Logistics	1
Education	1
Empowering	