

Vision Statement Development Worksheet

INSTRUCTIONS:

Complete the worksheet with the Leadership Council or members of the broader coalition, posing the questions below and recording the ideas and thoughts. Build consensus around the coalition’s dream for early childhood in the community and articulate the coalition’s vision statement below. If your group is large you may want to brainstorm ideas within the group and then have a smaller committee review what was discussed and develop a draft vision for discussion at a follow-up meeting (the same process may also be useful in developing a mission statement).

A vision statement is the coalition’s view of the future, what your community would look like if all of the coalition’s goals were accomplished. It is an ambitious statement, and one that describes how your community will look in the future if you achieve the coalition’s goals.

Key Questions	Coalition Responses
1. What should be the results of our efforts?	
2. What is the ideal situation for our community related to early childhood?	
3. If the community were perfect with respect to early childhood, what would it look like?	

Examples of vision statements developed by Smart Beginnings coalitions:

Our vision is that all children in South Hampton Roads arrive at kindergarten healthy and ready to succeed in school, and in life.

-Smart Beginnings South Hampton Roads

Our vision is a diverse community where every family is supported and has access to quality programs and resources for their young child.

-Smart Beginnings Shenandoah Valley

To ensure that every child in Greater Roanoke enters kindergarten with the skills they need to succeed in school and in life.

-Smart Beginnings Greater Roanoke

Vision Statement:

Vision statements should have the following characteristics:

- Defines the ideal conditions for early childhood in your community.
- Uses short phrases and sentences to convey your community’s hopes for its future.
- Clarifies the beliefs and governing principles of the coalition.
- Understood and shared by members of the coalition.
- Broad enough to cover a diverse variety of perspectives.
- Inspirational to those involved in the SB initiative.
- Compelling to decision makers and the general public.
- Easy to communicate.