

**Mission:** An overall purpose that gives clarity and direction to a group. Works best if it is short, simple, and positive. It should be broad enough to allow the group's members to contribute to accomplishing the mission in a variety of ways. A mission should be durable; i.e. to use language and ideas that will survive current trends or programs.

Sample Mission: Provide high quality health care for all Sonoma County residents.

**Goals:** Goals are specific and measurable targets that manifest the mission. They must also include a time target (5 years, 20 years, etc.) One way to tackle goals is to ask, "What would be happening or what would the world look like if the mission was achieved?"

Sample goals: All children 6 years and older are fully immunized by the year 2010; Hepatitis cases drop in half from 1999 to 2005.

**Objectives:** These constitute the to-do list to realize the goals. They need to be very specific and include who is responsible for accomplishing each task.

Sample objective: Develop immunization outreach program for x,y,z target areas (by River Child Care Services, Occidental Area Health Center).

**Operating Principals:** Procedures about how the group functions. Examples include how often meetings will be held, who sets the agenda, how the meetings will be managed, how public comment will be handled, etc.