UConn AOD Call to Action Coalition

Engaging Stakeholders and Building Capacity Committee Meeting
June 5, 2018

Creating a Shared Vision & Mission
Outline of AOD Coalition Summer Meetings

Meeting 1: May 2018
  • Create Common Language and Shared Understanding
  • Review of Prevention Framework

Meeting 2: June 2018
  • Create a Shared Vision and Mission for the Overarching AOD Stakeholders Initiative

Meeting 3: July 2018
  • Review of the Worksheet from the Breakout Session
  • Create Specific Objectives and Goals for this Committee

Meeting 4: August 2018
  • Best Practices and Examples Specific to the Goals of this Committee
Agenda:

1. What is a Vision Statement?
2. What is a Mission Statement?
3. Vision Worksheet Questions
4. Creating a Vision & Mission Statement
What is a Vision Statement?

A statement describing:

- The clear and inspirational desired change resulting from the work of the group.
- Our passion about what we want to achieve in the long term.
- Our dreams and hopes for the future; what we are trying to build.
- What the world will be like when we have achieved our goals.
- Our optimistic view of the future.

The best visions are inspirational, clear, memorable, and concise.
- A Vision Statement is different from a Mission Statement
- A mission statement defines the present state or purpose of the group.

It answers three questions:
1. What do we do?
2. Who do we do it for?
3. How do we do it?

We are going to be working on a Vision & Mission for the overall UConn AOD Call to Action Coalition
AOD Strategies

Expanding the Continuum of AOD Education

Expanding and Enhancing Early Intervention Services

AOD Multi-Media Communications

Engaging Stakeholders & Enhancing Capacity

AOD Objectives (Examples)

Implement a comprehensive AOD education strategy

Establish AOD services that address gaps and redundancies

Use a full spectrum of media tools to reinforce AOD messaging

Create campus buy-in and build support for delivery of AOD work

AOD Outcomes

Vision-Related Outcomes
Vision Statement Development Worksheet

Tips:
1. Project 5-10 years into the future
2. Dream big and focus on success
3. Use clear, concise language
4. Infuse passion and emotion
5. Paint a graphic mental picture of the future you want

Key Questions:
1. What should be the result of our efforts?
2. What are we trying to create?
3. What would it look like?
Examples of Vision Statements

General Organizational Vision Statements:

1. Microsoft – A personal computer in every home and business.
2. Elon Musk – Humankind will be able to travel to Mars and live there.
3. Disney – Make people happy.
4. Instagram – Capture and share the world’s moments.
5. Lexus – Relentless pursuit of excellence.

AOD Related Vision Statements:

1. Renville County youth living substance free.
2. Champaign County is a healthy, vibrant community that is abuse free of alcohol, tobacco and drugs.
3. Steele County – A community and its’ youth free from the harm of Alcohol, Drugs and Tobacco abuse.
4. Uniting Meriden for a safe, healthy and drug-free community.
5. NCADA works to reduce or prevent the harms of alcohol and other drug use through education, intervention and advocacy.
Words and Phrases from AOD Breakout Session Worksheets:

- Collective responsibility
- Interwoven support and preparing students for life
- Integration and collaboration across the UConn campus community
- Collective impact
- Culture of wellness
- Preventing and reducing harm related to AOD use
- Empowering students to make informed decisions about AOD use
- Recognizing differential impact on the community across identities
- Transformative – helping students to reach their full potential
- Mobilize students to improve their own health
- Diversity and social justice
- Recovery as part of the continuum (all students on the continuum from abstinence to recovery)
- Provide interwoven support and skills to those navigating alcohol and other drugs, including people who choose not to use substances and those in recovery, to achieve personal goals and be their best self.
DRAFT Vision (Future):

To create a thriving campus community, free from the harm of alcohol and other drug use, allowing each student to be their best self.

DRAFT Mission (What, Who, How):

Through collaboration across the UConn campus community, provide interwoven support and the development of life skills for all students navigating alcohol and other drugs, including substance users, those who choose not to use substances, and those in recovery, in order to create an environment that empowers students to reach their full potential.
The AOD Coalition is dedicated to:

- Sharing a collective responsibility to prevent and reduce harm related to alcohol and other drug use.
- Empowering students to make informed decisions about AOD, mobilizing students to improve their own health and preparing students for life-long wellness.
- Recognizing the differential impact across identities that alcohol and other drugs have on the UConn community and integrating social justice issues into our work.
- Working toward transformative change that supports an overall culture of wellness on the UConn campus.
DRAFT Vision (Future):

DRAFT Mission (What, Who, How):