



A **VISION STATEMENT** is a vivid idealized description of a desired outcome that inspires, energizes and helps you create a mental picture of your target. It could be a vision of a part of your life, or the outcome of a project or goal.

The **MISSION STATEMENT** should be a clear and succinct representation of the enterprise's purpose for existence. It should incorporate socially meaningful and measurable criteria addressing concepts such as the moral/ethical position of the enterprise, public image, the target market, products/services, the geographic domain and expectations of growth and profitability.

Q: So why is it necessary for Emergency Response Agencies to incorporate a Vision and Mission statement in their policies?

A: **9 11** changed our position in the eye of the public communities that we serve. We are even more well respected than we were before **9 11**. It is time for us to **"Raise the Bar,"** on our professionalism and demonstrate this in writing. Our future depends on our position on how we manage our agencies. We need young people to have the desire to continue growing our agencies. Young people have so many more options to choose from today and they are well educated. They will be looking to us to demonstrate and prove our commitment to professionalism.