



# Developing a Vision Statement

# What is a Vision Statement?

- A vision statement should clearly describe what your CEE team wants to accomplish.
- A vision statement articulates, “the idealized values, assumptions, hopes, dreams, and aspirations of a group (p. 76).”<sup>1</sup>
- A vision statement should be recognized by all members of the CEE team.

# Vision Statement Examples:

Discuss: What do all of these vision statements have in common?

## Famous Vision Statements:

- Create a place for people to find happiness and knowledge.  
~ Disneyland
- Produce a car that everyone can afford.  
~ Ford
- Help a girl reach her highest potential  
~ Girl Scouts
- A world without Alzheimer's  
~ Alzheimer's Association



# Vision Statement Examples

## CEE Vision Statements:

- To deepen appreciation for diversity in Islam.
- To raise awareness about human trafficking.
- To increase tolerance towards immigrants living in America.



# What is your vision?

**Reflect on your study abroad experience:**

- What impacted you?
- What changed you?
- Who changed you?
- What issues were you confronted with?
- How would you like others to think about these issues?
- How would you like to inspire others to action?

# Team Discussion:

What does your team want to accomplish?

*Using your responses to the questions listed on previous slide, take time to create a vision statement for the team.*

# References

- <sup>1</sup> Hartley, M. (2003). “There is no way out because”: Revitalization of purpose at three Liberal arts colleges. *The Review of Higher Education*, 27(1), 75-102.