

Strategic Plan

Mission and Values Discussion



Commission Study Session November 5, 2020

Mission and Values

Mission: **WHY** *we exist.*

Value: **HOW** *we undertake
our work...*

- **WHO** *do we value?*
- **WHAT** *do we value?*

Developing Mission & Values

MISSION

Why the Port Exists?

Extract Key Words

Re-affirm target audiences

VALUES

Who & What does the Port Value?

Extract Key Words

Review Potential Language

Approve

Values: Word Cloud Exercise

Go to www.menti.com and use the code 99 71 14 6

WHO do you value?

 Mentimeter



Values: Word Cloud Exercise

Go to www.menti.com and use the code 99 71 14 6

WHAT do you value?

 Mentimeter



Mission Statement

Why does the Port of Tacoma exist?



- A mission statement is used by a port to explain, in **simple and concise terms**, its purpose(s) for being.
- The mission statement is **usually one sentence or a short paragraph**.

Mission Statement *Examples*

JET BLUE To inspire humanity — both in the air and on the ground.

NIKE Bring inspiration and innovation to every athlete in the world. If you have a body, you are an athlete.

PORT OF OAKLAND We are the stewards of public assets. We lead our seaport, airport and commercial real estate businesses in a fiscally sound and socially beneficial way.

PORT OF KALAMA Induce capital investment in an environmentally responsible manner to create jobs and to enhance public recreational opportunities.

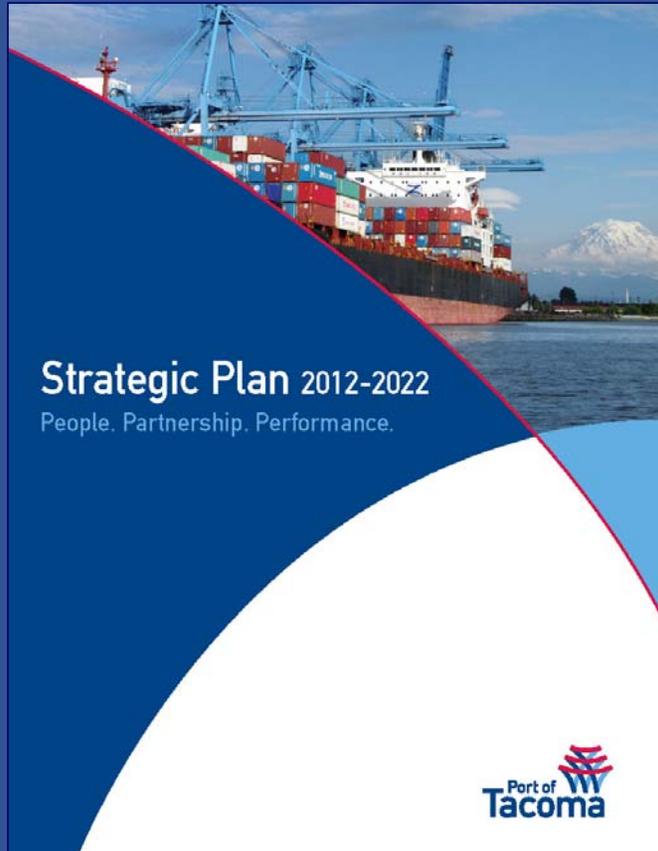
Mission Statement *Examples*

PORT OF EVERETT The Port's mission is to carry out the public's trust by managing and developing resources, transportation facilities and supporting infrastructure to enable community opportunity. The Port accomplishes its mission through sustainable performance in its three lines of business.

PORT OF LOS ANGELES We deliver value to our customers by providing superior infrastructure and promoting efficient operations that maintain our essential role in the nation's economy and transportation network as North America's preferred gateway and a catalyst for job growth.

PORT OF HOUSTON To Move the World and Drive Regional Prosperity.

Current Mission Statement



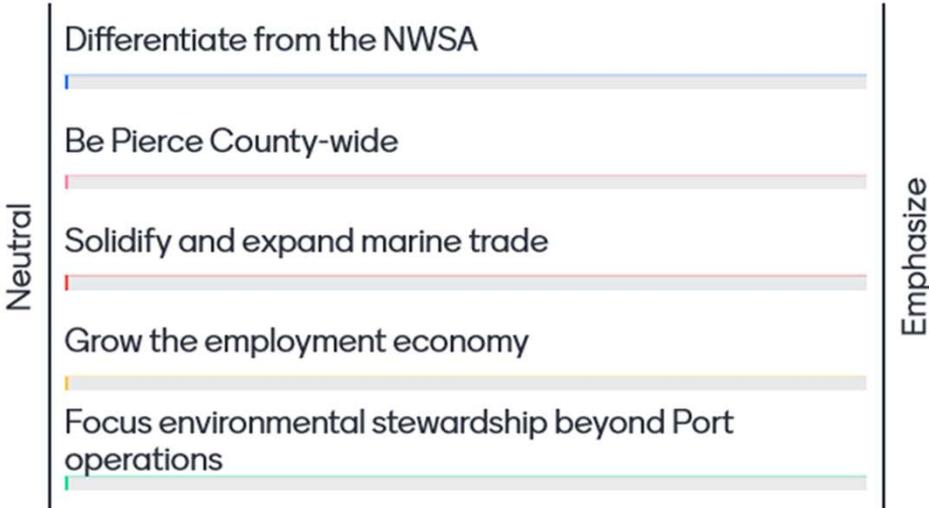
“Deliver prosperity
by connecting
customers,
cargo and
community with
the world.”

Mission Statement

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How important are these design guidelines for the development of the Mission Statement?

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Mission Statement: Word Cloud Exercise

Go to www.menti.com and use the code 99 71 14 6

What words or short phrases should make up the Mission Statement?

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Next Steps

-November-

- *Shape input into proposed draft Mission Statement and Values*

-December-

- *December 3: Present and discuss draft language with Commissioners*
- *December 17: Seek Commission alignment on Mission Statement and Values*