

To: AIS Board

Date: May 8, 2017

From: Strategic Planning Committee (Current members: Gary White, Jody Nolin, Nancy McDonald, Bob Pries, David Cupps, Linda Wilkie, Cathy Egerer, Carol Coleman, Gerry Snyder, Wayne Messer, and Andi Rivarola)

Re: AIS Vision Statement

BACKGROUND

AIS Mission Statement (approved by the AIS Board in spring 2016):

"The mission of The American Iris Society is to organize and disseminate knowledge of the genus iris, while fostering its preservation, enjoyment and continued development."

One could say that the **Mission Statement** is the definition of the most aspirational values the organization has. A **Vision Statement** could then be defined as the high values the AIS would like to gather, inspire, use and support in order to achieve its Mission Statement.

Some ideas of values applied to most vision statements are: excellence, integrity, inspire, supportive, engaging, uplifting, etc.

Please consider the following statement in regards to mission and vision statements: "These statements can powerfully explain your intentions, and they can motivate your organization to realize an inspiring vision of the future."

THE VISION STATEMENT OF THE AMERICAN IRIS SOCIETY

(For AIS Board review and approval)

- 1. Members of The American Iris Society actively support the AIS's Mission and Vision Statements, and they are enthusiastic ambassadors who encourage the cultivation and the enjoyment of irises.**
- 2. The AIS is the leader for providing reliable information on irises of all types: including comprehensive information about the variables of**

growing irises in different terrains and climates, and that information is available to all for educational purposes.

3. The AIS supports the conservation and protection of all irises, including existing wild and cultivated species.

4. The AIS supports the development of new plants with greater garden appeal, and actively champions iris hybridization.

5. The AIS is an engaged and responsible member and leader of the international iris and horticultural communities.

6. The AIS delivers reliable services to members, and AIS helps members and volunteers find and use technology to become more effective and efficient.

7. The AIS helps members develop leadership and volunteer skills, and encourages them to be proactive in improving the AIS.

8. The AIS supports and/or works closely with all affiliates, sections, cooperating societies, and other national and international societies, which share common goals to ensure a flourishing, dynamic and strong partnership.

9. The AIS high ethical standards are shared by every level of the organization, from the Board on to the local affiliates. Our standards include encouraging exemplary volunteer actions and behaviors to promote good interpersonal relationships on all levels.

10. The AIS commits to a healthful and respectful environment for all AIS members, and the public perceives the AIS as an effective and caring organization.