

Town of Star Valley Ranch
Vision and Mission Documents 2022

Introduction

The first Town of Star Valley Ranch (TSVR) Vision and Mission Statements were created in 2006. In the spring of 2021, the mayor and town council decided to update the vision and mission statements. This began an over 18 - month process which resulted in the current Star Valley Ranch Vision and Mission Statements, passed by the Town Council on September 21, 2022. After intensive review of various vision and mission statements, the town Council selected a specific framework and decided that a clear understanding of town resident values, concerns and priorities was critical to the development of the new statements. The citizen information gathering, and engagement process included the following: the creation of focus groups to use group discussion format to identify key resident priorities, the development of a town survey derived from the information gathered from the focus group participants, and the creation of new vision and mission statements based on the results of the focus groups and surveys.

Steering Committee - formed to administer the resident involvement and response processes, including focus groups, surveys and finalization of the vision and mission statements.

Focus Groups –

- Five groups; four citizen and one leadership group
- Demographic, geographic, and organizational composition
- Discussion format based on questions developed by town council

Surveys –

- Survey questions evaluated and fine-tuned through focus groups
- Survey Instrument/Questions - developed from focus groups - validated
- Surveys mailed, tabulated, and results presented to Town Council and residents
- Executive Summary posted on town website

Vision and Mission Statements –

- Vision and Mission Work Group Established, and statements drafted
- Drafts sent to Town Council for review and input
- Vision and Mission Statement drafts finalized and approved by Town Council on 9-21-22

Town of Star Valley Ranch Master Plan –

The vision and mission statements will be used to identify and prioritize goals and objectives in the TSVR 10-year Master Plan.

Definition of Terms

- **Community** – town residents, and town residents plus Town Council
- **Town Council** – includes the mayor and town council members unless the mayor needs to be distinguished separately.
- **Town** – the geographic boundaries of the Town of Star Valley Ranch (ex. When discussing annexing boundaries or managing businesses).
- **Vision Statement** – a vision statement gives the town direction. It is about what you want the town to become. It is aspirational. **Means Statements** in the Vision are **descriptive and explanatory**.
- **Mission Statement** – a mission statement drives what the town does – the core of the work of the town. From it comes the objectives and what it takes to meet those objectives. **Means Statements** in the Mission are **clarifications of goals and objectives**. (i.e., What do we do? Whom do we serve? How do we serve them?)

Summary –

The 2022 Town and Star Valley Ranch Vision and Mission statements set the stage for the development of a new TSVR 10-year Master Plan, and with it the ability to develop goals and objectives, over a ten-year period, that are based on the values, goals, and priorities of the residents of Star Valley Ranch. It makes possible the development of a clear plan for the town well into the future and makes it feasible for residents to receive annual updates regarding progress across various goals and objectives that are identified based on focus group and survey results. It will make it possible for the Town Council to communicate progress, in relation to available resources, so that residents understand the importance of having goals even though it could take a significant amount of time to reach some of those goals based on how they are prioritized and the number of resources available at any given time.