

REVISION OF MISSION STATEMENT

Recommendation

That the Kentucky Environmental Education Council adopt either Option A or Option B as written below as the Council's new mission statement:

- Option A: "To promote learning and skills that result in a sustainable and economically healthy environment."
- Option B: "To promote learning and skills for a sustainable and economically healthy environment"

Rationale

- The current Council mission statement is taken verbatim from the statement of legislative purpose in KRS 157.900: "The General Assembly hereby declares that maintaining a clean and healthy environment is a state priority and is the individual and collective responsibility of all citizens of Kentucky. It is therefore in the public interest that a comprehensive environmental education initiative be undertaken to promote an informed and knowledgeable citizenry with the skills and attributes necessary to effectively and constructively solve existing environmental problems, prevent new ones, and maintain a balanced and economically healthy environment for future generations."
- Education and Workforce Development Cabinet attorney Kevin Osborne noted in the July 25-26, 2017, Council Retreat that the agency mission statement should reflect the Council's purpose as described by statute, but it need not be an exact duplicate of the statutory wording.
- The Council would benefit from a more concise mission statement to place on marketing and promotional materials. Most quality mission statements are fifteen words or less.
- The Council discussed the wording at the Council Retreat and came up with the two presented options.