



ALIGNING OUR  
VISION AND MISSION  
TO TODAY'S REALITY

# Vision Statement Concepts

All effective vision statements encapsulate the core ideals that give organizations shape and direction and provide a roadmap to where it wants to go.

A vision statement reveals, at the highest levels, what an organization most hopes to be and achieve in the long term.

It serves a somewhat lofty purpose – to harness all the organization's foresight into one impactful statement

# Mission Statement Concepts



A Mission Statement is present-based and designed to convey a sense of why the organization exists to both members of the company and the external community.



A successful organizational culture starts with a defined, tangible mission.



A mission is actionable.

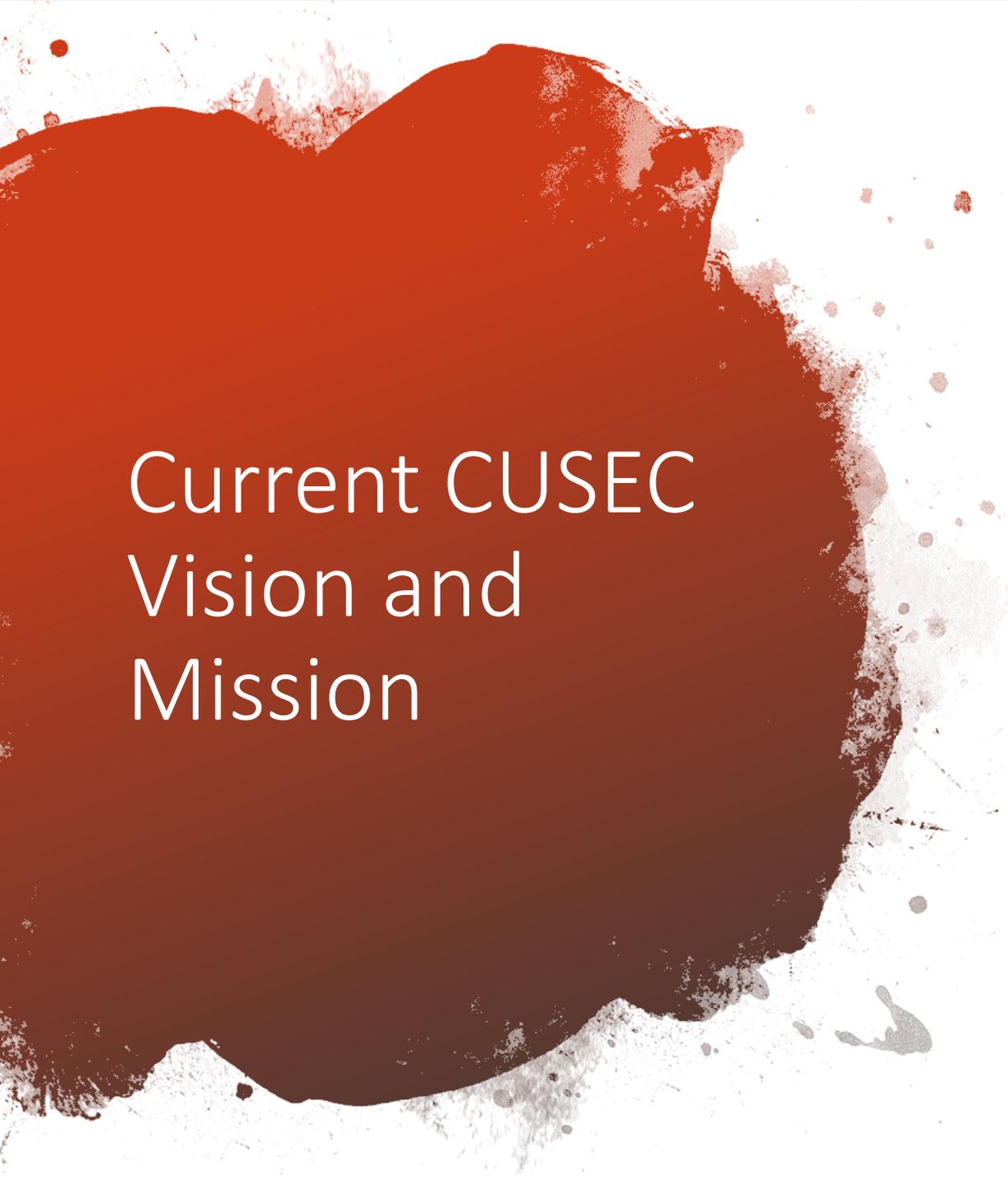
# The National Imperative

*“The President, the Department of Homeland Security (DHS), and FEMA all recognize the importance of Building a Culture of Preparedness and reducing the Nation’s risk. This requires a dedicated effort by the whole community to ensure that we are working to educate the public regarding their risk, developing methods to mitigate the impact of those risks, and helping people understand how to prepare to meet disasters when they arrive. There is recognition at all levels that we must foster a National culture of preparedness that will reduce the impact of a catastrophic event and increase overall community resilience.”*

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# CUSEC

A partnership to mitigate  
disasters and save lives...



# Current CUSEC Vision and Mission

## **Vision:**

CUSEC's primary mission is to be an effective and economically sustainable multi-state organization providing leadership in the reduction of deaths, injuries, property damage and economic losses resulting from earthquakes in the Central United States.

## **Mission:**

To provide dynamic support to multi-state response and recovery planning, resource acquisition; public education and awareness; promotion; mitigation; and research associated with earthquake preparedness in the Central United States.

# New Vision Concepts

**1) CUSEC member states are resilient and prepared for all hazards.**

***2) CUSEC and its partners are fully prepared to deal with a catastrophic earthquake and all (disasters) (other hazards) that threaten the resiliency and vitality of the region and the nation.***

# New Vision Concepts

***3) CUSEC is (a) the national leader in innovative (&) collaborative all hazards preparedness and resilience.***

***4) CUSEC is recognized as the premier organization for innovative & collaborative all hazards preparedness and resilience.***

# New Mission Concepts

*1) CUSEC will create a regional culture of preparedness and resilience through the collaborative actions of its members and partners to enhance state and regional capacity for response, recovery and risk reduction against catastrophic events through the implementation of improved planning, processes and technologies.*

*2) CUSEC's member states and partners will cultivate a regional culture of preparedness and resilience through a collaborative alignment of effort that enhances state and regional capacity for disaster response, builds recovery and risk reduction capabilities for catastrophic events, and delivers innovative and sustainable tools, systems, and technologies to protect the public.*

## New Mission Concepts

***3) CUSEC members and partners drive innovative collaborative regional [earthquake] preparedness and resilience through implementation of improved emergency management planning, processes and technologies that forge a forward-looking capacity for national response, recovery and risk reduction against All Hazards.***