

2. Visioning

Organizing

Visioning

Assessments

Strategic Issues

Goals/Strategies

Action Cycle

Visioning, the second phase of MAPP, guides the community through a collaborative, creative process that leads to a shared community vision and common values.

Vision and values statements provide focus, purpose, and direction to the MAPP process so that participants collectively achieve a shared vision for the future. A *shared community vision* provides an overarching goal for the community—a statement of what the ideal future looks like. *Values* are the fundamental principles and beliefs that guide a community-driven planning process.

Because visioning is done at the beginning of the MAPP process, it offers a useful mechanism for convening the community and building enthusiasm for the process, setting the stage for planning, and providing a common framework throughout subsequent phases.

Phase 2 Highlights

Recommended Participants

Core Support Team — designs the visioning process, works with the facilitator, prepares for the visioning sessions, records the results of the session, and drafts the resulting vision and values statements.

MAPP Committee — oversees the visioning process and solicits community participation.

Broad Community Involvement — is included in the visioning sessions. This sets the tone for broad participation throughout the MAPP process.

Overview of the Steps for the Visioning Phase:

1. Identify other visioning efforts by revisiting the inventory of earlier community initiatives. Make connections as needed.
2. Design the visioning process and select a facilitator. The facilitator should possess strong facilitation skills and be perceived as neutral and fair.
3. Conduct the visioning process. Participants should identify their shared vision by looking five to 10 years into the future. Also address the identification of common values.
4. Formulate the vision statement and common values based on the results of the sessions.