



Mission, Vision and Goals



Developing a Plan
for your Alumni
Association

May 2010



“If you don’t
know where you
are going, any
road will get you
there”

Lewis Carroll





George C. Marshall European Center for Security Studies

Priorities
Strategic Guidance
OSD
MOD
EUCOM
CENTCOM



What we Invest

- Staff
- Time
- Money
- Research
- Materials
- Technology
- Partners

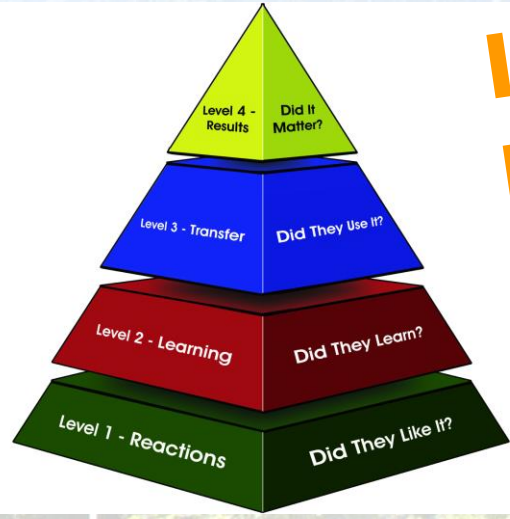
What we do

- Resident Courses
- Outreach
- Conferences
- RETs
- Tutorials
- Language training
- Alumni
- Networks
- FAO Training

Who we reach

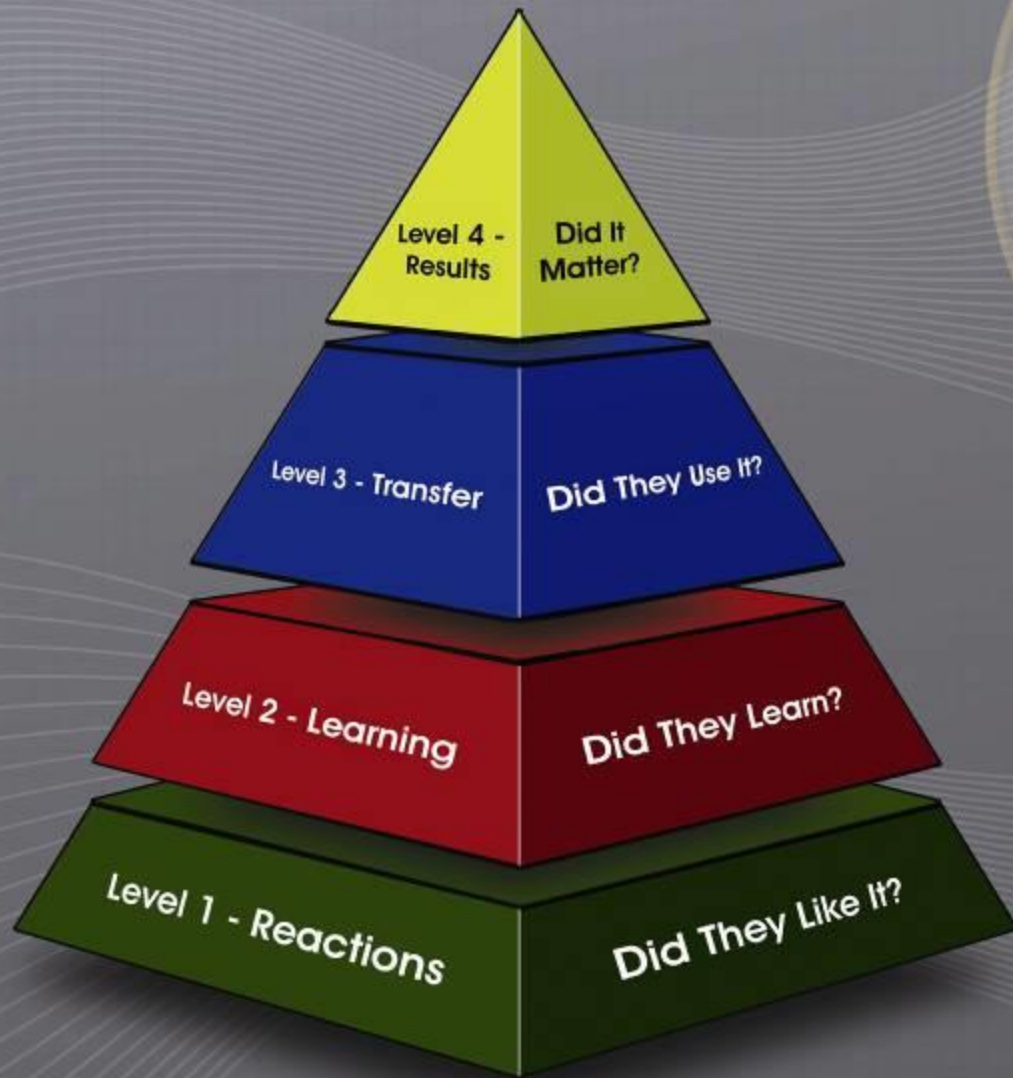
- Gov't Officials
- Military
- Civilian
- Ministries
- Defense
- State
- Interior
- General Officers
- Ambassadors
- Parliamentarians
- Ministers

Outcomes
Benefits and Results



Evaluate
Collect Data ~ Analyze and Interpret ~ Report

THE MARSHALL CENTER'S EVALUATION MODEL





GEORGE C. MARSHALL

EUROPEAN CENTER FOR SECURITY STUDIES

OUR MISSION

The mission of the Marshall Center is to create a security environment by advancing democratic institutions and relationships; promoting active, peaceful cooperation; and enhancing enduring partnerships among the nations of North America, Europe, Eurasia, and beyond.

The Marshall Center will be the preeminent center for enterprise, nurturing an ever-growing network of leaders that builds peace, stability, and prosperity in Europe, North America, and beyond.

OUR GOALS

1. To be highly valued by our customers for providing educational and developmental programs that increase knowledge and improve cultural dialogue, setting the conditions to achieve peace, stability, and prosperity.
2. To be highly valued by our stakeholders as a center of enterprise and the first choice to address strategic communication needs.
3. To be a professionally competent, motivated, and staff in an innovative, integrated, and cost-effective manner.
4. To operate according to responsive, accountable internal processes that undergo continuous improvement.

Our Mission

The Mission of the Marshall Center is to create a more stable security environment by advancing democratic institutions and relationships; promoting active, peaceful security cooperation; and enhancing enduring partnerships among the nations of North America, Europe, Eurasia, and beyond.



A GERMAN-AMERICAN PARTNERSHIP



Developing a mission statement:

- What is the purpose of the organization?
- Focus on what you do not why you exist
- Short, concise and clear statement
- Should be clear to customers and members
- Brainstorm with a group

The Marshall Center Vision



The premier security studies enterprise nurturing an ever expanding community of leaders that builds peace, stability, and cooperation in the Euro-Atlantic Region and beyond.



Questions?

