



E.A. Resolution #1

Adopting Mission and Vision Statements for Employee Assembly

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4 **Whereas**, the Employee Assembly (EA) has taken strides to adopt a new direction and statement
5 of purpose for the organization;

6 **Whereas**, the EA has determined, from an organizational retreat, the need for a concise and
7 cohesive identity to better communicate its purpose to the staff community;

8 **Whereas**, a small working group of Assembly members have contributed time and effort to
9 creating mission and vision statements;

10 **Whereas**, the need for a comprehensive and organized communications plan was deemed
11 necessary for the proper implementation and adoption of these statements,

12 **Be it resolved** that the EA adopt the following as mission and vision statements:

13 Mission

14 A representative organization ensuring collaboration with key university stake-holders, the
15 Cornell University Employee Assembly advocates for all staff interests in an effort to empower
16 staff and improve the staff experience.

17 Vision

18 The Employee Assembly actively promotes an improved staff experience through regular
19 engagement at every level of the university to ensure staff member's viewpoints are a shared
20 priority in university decision making.

21 **Be it further resolved** that the EA adopt the accompanying Position and Branding Proposal as a
22 way to implement the brand and marketing objectives;

23 **Be it further resolved** that the EA Executive Committee be the responsible party for
24 implementing these statements for their first year;

25 **Be it further resolved** that the EA Executive Committee determine the success of the branding
26 campaign and determine its next course of action at the end of the assembly session (May ___)

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28 **Respectfully Submitted,**

29 BJ R. Siasoco

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