
201 – Mission, Vision, Core Values & Cultural Values

1.0 MISSION STATEMENT

The Des Moines Pool Metropolitan Park District is the operator of Mount Rainier Pool.

- *We provide aquatic programs and services for our constituents, affiliates and the interested public.*
- *We value all members of the swimming community, and the staff and volunteers who serve them.*
- *We are committed to excellence and the proliferation of swimming.*
- *We are committed to providing a safe and positive environment for all members of our community, regardless of race, gender, ethnicity, belief or economic circumstance.*

2.0 VISION STATEMENT

To create a healthy community by embracing swimming as an essential life skill.

3.0 CORE OBJECTIVES

The Des Moines Pool Metropolitan Park District's mission is to grow and strengthen the activity of swimming. Specifically, we seek to:

- *Rigorously strive to eliminate implicit bias in swimming*
- *Increase our reach by expanding participation in swimming throughout the community. Our goal is that every child will have the opportunity to swim.*
- *Promote swimming as a healthy lifestyle and encourage participation in aquatic endeavors.*
- *Restore and sustain the competitive success of local swimming affiliated teams on both local and regional levels.*

4.0 CULTURAL VALUES OPERATION PRINCIPLES

The organizational and business culture of the Des Moines Pool Metropolitan Park District is founded upon a strong value system. This value system is the cornerstone for the attitude and work ethic to which we are all committed. In short, we will continue to:

- 1) *Embrace the responsibilities of leadership and strive for excellence in everything we do.*
- 2) *Conduct business with integrity, transparency, and a spirit of stewardship - act in the best interests of swimming and our constituents.*
- 3) *Be service-oriented with our constituents, customers and each other.*
- 4) *Engage in disciplined planning, but not be afraid to act intuitively to confront challenges and seize opportunities.*

- 5) *Identify clear priorities and allocate our time and resources accordingly.*
- 6) *Hold ourselves and each other accountable to the highest standards of professionalism and transparency; treat others fairly and with respect.*
- 7) *Exhibit an entrepreneurial spirit, enthusiasm for expanding access, and a positive “I can do” attitude.*
- 8) *Encourage environments in which our patrons are safe.*
- 9) *Eliminate implicit bias and promote the importance of diversity and inclusion.*
- 10) *Strive to learn and improve, always be open to questions, and maintain a willingness to change.*