

CARA STRATEGIC REFLECTION - Version 2.0 - Feb. 2010

During a meeting of the CARA management board in 2009, it was decided to commence a "Strategic Reflection" with a view to identifying clearly what we want CARA to be over the next few years. One way of doing this is to define VISION, MISSION and VALUE statements. As a rework of the initial suggestions by the Board, taking on board comments received from other members, please read the following new suggestions. Do they coincide with your ideas? Would you prefer to modify them? Would you like to suggest completely new ones? Please feel free to send your feedback to Seamus M. (smcquaid@fagorelectronica.es). When we have statements we members agree on and resonate with, we can then proceed to elaborate the corresponding Strategic Plan for CARA.

VISION

A vision is a statement about what the organization wants to become. It should resonate with all members of the organization and help them feel proud, excited, and part of something much bigger than themselves. A vision should stretch the organization's capabilities and image of itself. It gives shape and direction to the organization's future.

Proposal: CARA aspires to becoming a welcoming, tolerant, vibrant community of diverse people with Irish/Basque interests, renowned for providing active, quality, caring support for its members and for contributing through our synergy to the enrichment and integration of the plural society in which we live.

MISSION

Mission is a precise description of what the organization does. It should describe the activities the organization is in. It is a definition of "why" the organization exists currently.

Proposal:

- To provide an effective forum for the fruitful interaction of Irish people living in or around the Basque Country, with native Basques, enhancing relations between diverse individuals and families at all levels of society (culture, business, entertainment, etc.).
- To promote the interaction and communication of its members by organizing enjoyable and valuable social events which celebrate the Irish and Basque cultures.
- To actively promote our common values of welcoming, caring, fun and a bit of "craic".
- CARA focuses more on our shared interests and values than on our differences, following the principle that *"union differentiates"*.

VALUES

Values are the broadly defined as the way we do things, the key approaches the organization will use to accomplish its mission and drive toward the vision.

Proposals

KNOWLEDGE of our different cultures and peoples as a basis for
RESPECT: seeing people as they are, not merely tolerating, but actively appreciating their individuality and uniqueness, thereby consolidating public interest, trust and pride in CARA.

RESPONSIBILITY: the ability or readiness to respond to the needs of our times, together with a leadership which is vigorous, professional and transparent in its service of the members of the Association.

CARING for the society in which we live, empowering each member to make her/his own contribution based on specific talents/expertise/experience.

Send your feedback and proposals to:

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