CORE VALUES AND DOMESTIC VIOLENCE & SEXUAL ASSAULT ORGANIZATIONS

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Credit & Disclaimer

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She received her Ph.D. in Women’s Studies from Emory University. Her book, “Trivial Complaints:” The Role of Privacy in Domestic Violence Law and Activism in the U.S., was published in 2009. She has served on the board of several organizations, including Men Stopping Violence.
Learning Objectives

After this webinar, participants will be better able to:

• Define core values and their impact on your organization.

• Apply and align core values to your organizational practices, systems, and culture.

• Utilize tools and resources for reviewing and formalizing your organizational core values.
Poll 1: What is your role at your organization?

- Executive Director
- Program Staff
- Board member (past, present, or future!)
- Other
My organization has established core values and/or a mission statement?

- Yes: mission statement
- No mission statement
- Yes: core values
- No core values
Mission & Core Values

• **Mission**: core purpose and essence of why the organization exists, it’s “reason for being.”

• **Core values**: central, deeply held beliefs that ground and guide the organization; it’s moral compass.

• **Vision**: the future the organization is working towards.
Thought to Consider

“IF WE DON’T CHANGE DIRECTION, WE MIGHT END UP WHERE WE’RE HEADED!”

--CHINESE PROVERB

Core Values provide direction and demonstrates what matters.
Chat Discussion on Core Values

1. What are core values and what do they mean to you?

2. What are some examples?
What do we mean by core values?

Core Values

- Trust
- Organization Above Self
- Respect for Diversity
- Customer First Always
- High Standards
- Shared Ownership
- Spirit of Adventure
Core Values and Their Role

- Provide vision and purpose
- Bolster leadership
- Basic elements of how we go about our work and practices
- Make the purpose of the organization “real” to staff
- Support the vision and shapes the culture to reflect the organization’s identity
- Timeless, enduring, important
Crafting your Core Values: Delineate what distinguishes your organization

1. Take Initiative
   Challenge each other. Take risks and adapt.

2. Be Proactive.
   Take pride in what you do.

3. Have Fun
   Create a positive work space.
   Build strong relationships.

4. Value Teamwork
   Approach problems with a “we over me” mentality.

5. Be Passionate
   Care about your work.
   Learn and evolve personally and professionally, as a team and as a firm.
What is important to consider?

The input of others:
Staff/The Community/Your Clients/Your Stakeholders

What do they want?

What do they need?

What do they feel?
Sample Core Values for Donor Works

CORE VALUES

Passionate
We feel it

Principled
We do good work

Courageous
We step up and speak up

Collaborative
We are one donor works

Committed
We strive for excellence
Tips for Aligning Mission and Values:

- Hire staff with an eye towards mission and value alignment.
- Include your mission/values as a component of employee reviews.
- Reinforce the values through the culture of the organization.
- Use your values to express policies and procedures.
- Review your policies and procedures and update to align with your values.
Core Values Delineation Guide - Sample

Core values that guide us in everything we do

To be **trustworthy** and **accountable**

Commit to the highest standards of **ethics and integrity**

To be **humble, respectful** and **collaborative**

Be **aware** and wanting to **make a difference** to the world we live in

Strive to achieve **excellence** in everything we do
Core Values Contribute to Organizational Culture

- Organizational culture consists of the dominant values, beliefs, and norms, which develop over time and become relatively enduring features of organizational life.
Practical Application

So once core values are created, how are they implemented with the following?

- Staff
- Board Members
- Stakeholders
Mission Statement:
To support survivors and end domestic violence in San Luis Obispo County.

Location: San Luis Obispo, California
Staff: 45
Development of Core Values Process - Experience

1. Developed a list of values with contribution from all staff

2. Staff voted on values most passionate about (personally and as an employee)

3. Developed values statements (2-3 per value)

4. Staff voted on top or best value statement descriptions for each value

5. Values statements were further refined by (leadership team) Executive Director, Associate Director, Director of Development and Communications, and Human Resources Director
Incorporating Core Values

✓ Included values into job descriptions on standstrongnow.org website

✓ Part of the planning and implementation of an all day staff retreat

✓ Part of annual report to be mailed to all donors

✓ Led a discussion with the Board of Directors on the values and statements for the organization

✓ Other activities
Core Values & Statements for Stand Strong

Safety
- We claim an atmosphere of emotional, verbal, and physical non-violence in our workplace and in our programs.

Integrity
- We act with honesty in all that we do in order to foster collaboration, trust, and sustainability.

Confidentiality
- We believe in the importance of protecting private information.

Survivor-centered
- We hold survivors, their strength, and their resilience at the core of all we do.
Core Values for Stand Strong (continued)

Empowerment

• We stand with our clients; we don't act or speak for them. We serve them as advocates.

Diversity

• We value inclusion and acknowledge that everybody is different and important. We treat every individual with respect and kindness.

Respect

• We act with professionalism, courtesy, and fairness to empower our clients, our community partners, each other, and ourselves.
Concluding Points

❖ Ground your work in your organization’s mission.

❖ Identify the core values of your organization and align these values with your mission.

❖ Use the core values as the root of your organization’s sustainability and impact.

❖ Explore and apply strategies to strengthen the organizational culture which upholds your mission and core values.

❖ We are all culture changers.
Reflecting on what you heard, do you have questions or comments for the presenters?

For next steps: Use the toolkit and resources attached.
Contact Futures Without Violence
1. Mission Statement Review
2. Core Values Review and Development Worksheet
3. Connecting & Aligning Organizational Core Values, Mission & Programs - Tree Exercise
4. Resources
Resources on Core Values

**Toolkit**

**Workplace Policies and How They Support or Contradict Core Values** (FUTURES webinar)

**Clarifying Organizational Values** (Washington Coalition Against Sexual Assault)

**Institutionalizing Core Values** (sample check list)

**Philosophy and Core Values Regarding Children’s Programming** (FUTURES)

**Incorporating Inclusiveness into Organizational Mission and Values** (Non Profit Inclusiveness)

**Checklist on Developing a Statement of Values and a Code of Ethics**

**The Management Center: How to Develop and Use Core Values & Sample Statement of Core Values**

**Vision Framework**, Core Values Review Exercise (Jim Collins)
THANK YOU!

Please take a moment to take a short evaluation regarding today’s webinar, and submit any questions. [LINK](https://www.surveymonkey.com/r/valueswebinareval)

The recording of the webinar will be posted on the FUTURES website in the next few days:

For questions or additional information, please contact Mónica Arenas: [marenas@futureswithoutviolence.org](mailto:marenas@futureswithoutviolence.org)