

# *Vision, Mission & Key Goals*



## *Vision*

To strengthen community connectivity through world class offerings and exceptional customer service.

## *Mission*

To promote community health and wellness while building a culture that embraces change and continuous improvement.

## *Key Goals*

The key goals established by the Department are:

- Meet the underserved needs of the community
- Build an entrepreneurial focus that supplements city contribution
- Train and empower staff to deliver world class offerings and exceptional customer service
- Provide opportunities that promote health and wellness and active lifestyles
- Develop a departmental culture that embraces change and promotes continuous improvement

*Accepted by the Carlsbad City Council March 24, 2015*