

## The Mission of WLL: Youth Development around Baseball

The Positive Coaching Alliance states that “*a compelling mission statement can help inspire people and galvanize their energy to make it come true. People working within organizations sometimes forget about the organization’s noble goals as they get caught up in their day-to-day responsibilities. A mission statement makes clear to all stakeholders in an organization what the organization is about in a concise, memorable way.*” Further, the PCA states that a mission statement for a youth sports organization is critical in:

- Helping organizational leaders communicate the organization’s core values to all constituents
- Serving as a source for messaging in newsletters, banners, presentations to coaches and parents, etc. to remind them of the mission
- Providing guidance for the organization when facing difficult, ambiguous situations.
- Creating accountability when comparing the state of the organization to its ideal.

The PCA states that every youth sports organization should have a mission statement explicitly listing as a goal the use of sports to help youth athletes develop positive character and values that will help them succeed throughout their lives.

The mission of WLL as stated in its constitution is consistent with the mission of Little League International, Inc. for every local league -- *to implant firmly in the children of the community the ideals of good sportsmanship, honesty, loyalty, courage and respect for authority, so that they may be well adjusted, stronger and happier children and will grow to be good, decent, healthy and trustworthy citizens.* Developing baseball skills and having enjoyment around the game are obviously key objectives – but at its core WLL is about youth development for all participants.

The board plays a critical role in ensuring the organization achieves its mission statement. This handbook is meant to assist current and future board members in their volunteer efforts to achieve the mission of the organization. It is a great privilege to help lead a youth sports league in Westwood. Generations of people before us helped create and shape a very strong community; our responsibility is to strengthen the institutions entrusted to us and hand them off in better shape for the people that come along next.