



- **- The Journey to Launch -**
Culture and Engagement
Mission, Vision, & Core Values



Mission Vision Values

Mission Vision Values

- Overview of the journey to launch the Mission, Vision, Values (MVV)
- MVV Launch

Mission Vision Values

Why Is MVV Important?

- Compelling mission impacting public school students
- Formalized Core Values set the standards
- When we are united, we can achieve our mission

Mission Vision Values

2019

- Conversations began in late 2019 about the critical need for a values-based culture, which required a formalized MVV.

Mission Vision Values

2020

- Employee Engagement Survey was administered:
- A record number - 75% - of Lottery employees participated in the survey
- Survey responses were used to identify a formal set of Lottery core values

Mission Vision Values

2020

- Six (6) top values were identified: Teamwork, Respect, Diversity/Equity/Inclusion, Integrity, Transparency, Accountability
- Focus groups were created to determine how employees perceived the top 6 values.

Mission Vision Values

2021

- Leaders in all divisions were presented areas of improvement that were identified within the survey
- Initiatives were deployed to improve communications, culture, and engagement

Mission Vision Values

2021

Initiatives included:

- Updated Mission Statement with the assistance of Senior Lottery Leadership
- Video promoting mission, vision, values was recorded
- Designed communication materials to include posters/signage, screensavers, and other promotional materials - “Val-useables”, such as note pads, lanyards.

Mission Vision Values

Review

- Mission Statement
- Vision Statement
- Core Values



Previous Mission Statement

The California Lottery's Mission is to maximize supplemental funding for our state's public schools.



REVISED Mission Statement

We generate supplemental funding for public education from elementary schools to universities. With honesty and integrity, we build a better tomorrow for students and our communities through the responsible sale of entertaining lottery products.



Vision Statement

To generate funds for California's schools, we strive to achieve consistent growth, world-class innovation, unmatched customer service and the highest ethical standards.

CORE VALUES

The Lottery values its team members, retail partners, consumers and education stakeholders. We are committed to these core values to meet our mission and achieve our vision.



TEAMWORK

We are a team. We show up for each other. We collaborate to achieve amazing things. We are passionate about what we do and take pride in our accomplishments.



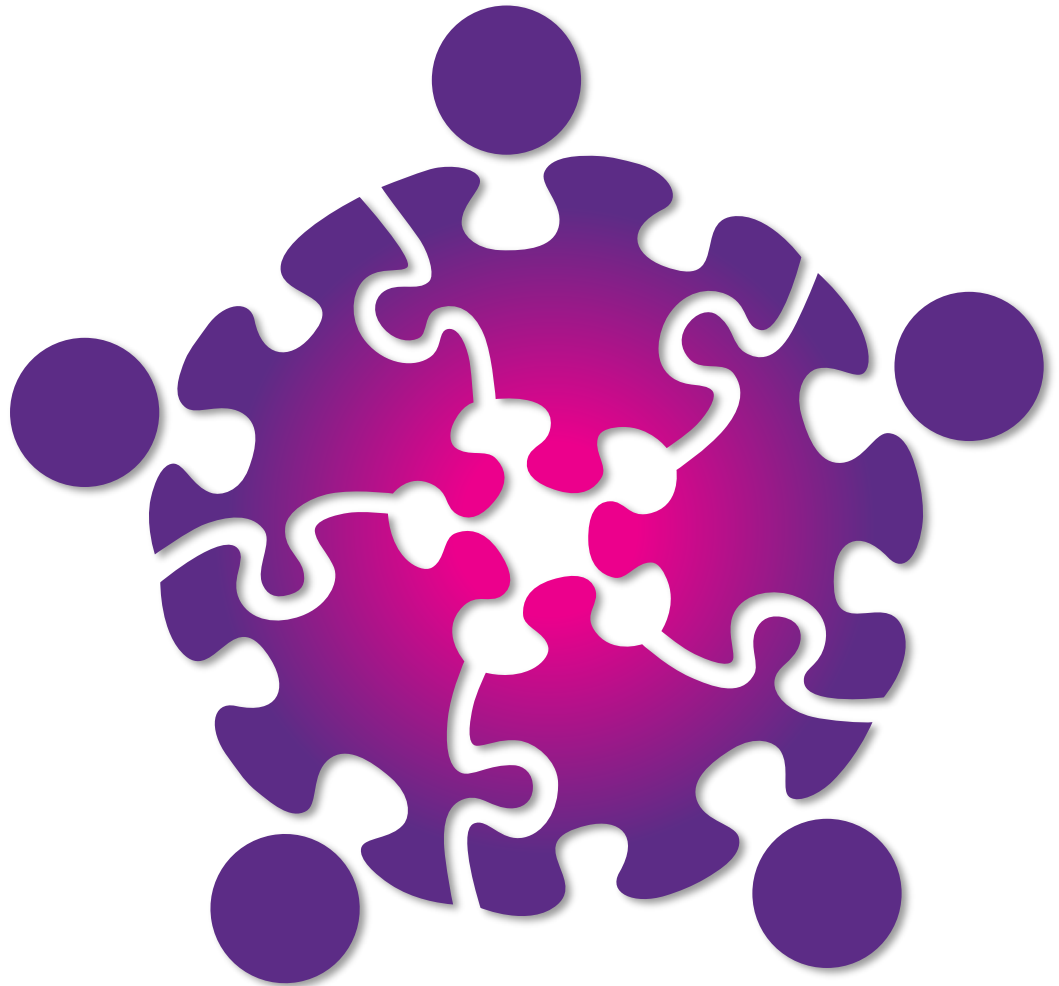
RESPECT

We care how our actions impact others. All perspectives are valued and deserving of acknowledgment.



DIVERSITY, EQUITY & INCLUSION

We are a workplace which promotes diversity, equity, and inclusion. We strive to create a community where differences are welcomed and where everyone can succeed. We work for progress through diverse recruitment, equitable treatment, and inclusivity.



INTEGRITY

We endeavor to operate in a principled and ethical manner. We honor our commitments – to the people we serve and to each other. We do the right thing.



TRANSPARENCY

We are public servants.
We communicate openly
and honestly because
knowledge empowers
people to make informed
decisions and earns
the public's trust.



ACCOUNTABILITY

We make sound decisions based on our collective experience and judgement. We are each responsible for our actions and we use outcomes as a learning opportunity. We own it!



Mission Vision Values

2022

- Since the 2020 Employee Engagement Survey, accomplishments to improve communications were implemented:
 - 2022 - CLU'D IN monthly newsletter - Lottery news employees can use
 - 2022 - Spotlight Series - Monthly presentations from various divisions giving employees more information on how things work at the Lottery

Mission Vision Values

2022

- 2022 - Supervisor's Forum - Monthly venue for managers/supervisors to network, learn, share information, ask questions, and discuss challenges in a constructive manner
- 2022 - Day to Day (Informal) Recognition - Encouragement to employees to recognize/thank someone
- 2022 - Division newsletters - ITSD News, HRD Training Times newsletter
- 2023 - Change Management training - Focusing on the people side of change initiatives

Mission Vision Values

2023

- Culture and Engagement manager position approved by the Commission was filled
- Position created to launch and champion Lottery MVV and ongoing efforts
- Assists management in developing/implementing strategies for positive workplace culture and promote continuous communication, collaboration, and engagement



**- The Journey To Launch -
2023 Efforts**



LAUNCHING LOTTERY MISSION, VISION & CORE VALUES

- Meaningful
- Memorable
- Manageable

Breakdown

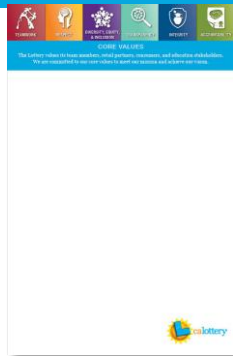
- **9/12 Tuesday** – Kickoff video from Director Johnson
- **9/13 Wednesday** – Video introducing MVV
- **9/14 Thursday** - Launch MVV page on CLIC & MVV employee promotional materials
- **9/15 Friday** – Closing video from Chief Deputy Director Chima reiterating MVV messaging

MVV Communication Materials/Office Supplies-VALUESables

Mission, Vision, & Core Values Posters for hallways, break, & work areas



Custom MVV office supplies like Post-its, notepads, pens, lanyards, or retractable badge holders displaying core values

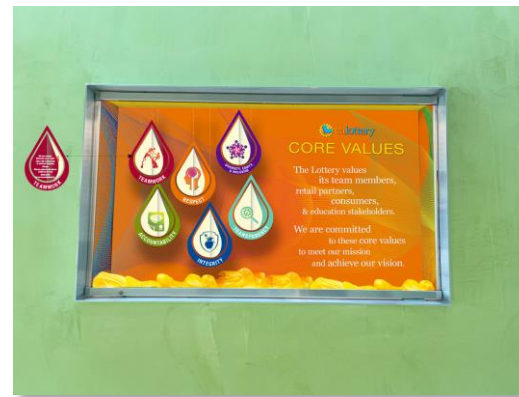


MVV Promotional Materials *(continued)*

MVV desktop wallpaper & screensavers available on CLIC; and force Core Values image on splash screens during logins



Lottery Mission Lettering,



Building a Values-Based culture

Start at the Top - Walk the Talk

Recruit/Hire with MVV in Mind

- Share MVV in job postings;
- Incorporate an enterprise-wide core values statement into the Lottery Duty Statement template

Introduce MVV in Onboarding

- Communicate Lottery Mission and Vision on Day 1
- Share Lottery Core Values through online NEO module

Building a Values-based Culture *(continued)*

Revamp Recognition Programs to Reinforce Core Values

Leaders

- Discuss MVV in development/performance discussions
- Incorporate MVV into staff meetings

Incorporate MVV into Enterprise-wide Lottery Business Planning Processes

Make Core Values Visible

Building a Values-based Culture *(continued)*

Develop Outward Facing Messaging to Stakeholders

Create Workgroup To Promote Efforts to Reinforce MVV

Ongoing Education and Evaluation

Measure Impact



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THANK YOU!