

## **Vision Statement**

A future where Herbert Hoover’s uncommon legacy inspires generations to ~~lead~~live with purpose, serve with compassion, and create lasting civic impact.

### *Rationale for suggested edit:*

The staff team recommends changing “lead” to “live.” Changing “lead” to “live” makes the mission more inclusive. Not everyone sees themselves as a leader, but everyone can live out Hoover’s values. This shift invites people of all ages and roles to take part, whether through service, learning, or everyday actions.

## **Mission Statement**

### **Option 1**

The Hoover Presidential Foundation strengthens the Herbert Hoover Presidential Library and Museum and Herbert Hoover National Historic Site ~~to~~by ~~inspire~~ing leadership, service, and civic responsibility through ~~education~~meaningful storytelling and engagement grounded in Hoover’s life and values.

### *Rationale for suggested edits:*

The staff team recommends a slight reframe of the mission to better reflect the Foundation’s unique role. While the original statement focused heavily on the Library, Museum, and Historic Site, the revised version elevates the Foundation’s leadership in advancing Hoover’s legacy. Changing “to inspire” to “by inspiring” clarifies that inspiration is the method, not just the goal. Replacing “education” with “meaningful storytelling and engagement” broadens the scope to include how the Foundation brings Hoover’s legacy to life (e.g., programs, partnerships, and experiences). This language also reintroduces a key insight from the in-person session: storytelling is central to sustaining Hoover’s relevance across generations.