1. North Carolina Division of Services for the Blind (DSB) values individuals who are blind or visually impaired; they are our reason for existence. Therefore, we will:

   • Treat each individual with respect, dignity, equality, and trust.
   • Support each individual’s right to reach his/her maximum potential.
   • Provide services of the highest quality to individuals.
   • Advocate for individuals and involve them in advocacy activities.

2. We value all staff as our greatest resource. Therefore, we will:

   • Treat all staff with respect, dignity, equality, and trust.
   • Make every effort to provide staff with the necessary resources to do their jobs, including a safe environment and supportive work atmosphere.
   • Provide staff with the opportunity to have input into the decision-making process and to exercise individual responsibility and professional autonomy.
   • Recognize and appreciate diversity.
   • Provide incentives to promote employee satisfaction, recognition, and employment longevity.
   • Provide opportunities for leadership development.

3. We value resources adequate to meet the needs of individuals who are blind or visually impaired. Therefore, we will:

   • Promote accountability to maximize benefits for individuals.
   • Advocate to maintain a university training program for professionals in the area of visual impairment.
   • Seek new funding sources.

4. We value effective leadership. Therefore, we will:

   • Be responsible to the needs and the concerns of individuals and staff.
   • Promote open, clear, and honest communication throughout the agency.
   • Encourage creativity and flexibility at all levels of the agency.
   • Promote public awareness of people who are blind or visually impaired and provide DSB services to meet their needs and enhance their abilities.
   • Develop and disseminate policies that are clear, fair, and consistently applied.
   • Advocate for appropriate technology that will enable agency-wide communication.