



## Vision, Mission, Goals, Values



Washington State  
Liquor and Cannabis Board

### Strategic Plan 2019-2024

*Revised January 2022*

#### Vision

Safe communities for Washington State

#### Mission

Promote public safety and trust through fair administration, education, and enforcement of liquor, cannabis, tobacco, and vapor laws.

#### Goals

- Ensure the highest level of public health and safety by continually improving and enforcing laws, regulations, and policies that reflect today's dynamic environment.
- Inform and engage licensees, stakeholders, and the public in addressing issues related to our mission.
- Promote a culture that inspires leadership and values a highly-motivated, competent, and diverse workforce that establishes the WSLCB as the employer of choice.
- Ensure operational and customer service excellence.

#### Values

- Respect and courtesy
- Professionalism
- Open communication
- Accountability and integrity
- Continuous improvement and meaningful results
- Customer focus

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