

# Midwest Animation Promotion Society

## Mission and Core Values

### **MAPS Mission:**

The purpose of the Midwest Animation Promotion Society is to promote the development of the animation industry in North America and to further the appreciation of anime and manga as valid art forms.

The secondary purpose of the Midwest Animation Promotion Society is to educate people about Asian culture and traditions.

To help promote our mission statements, MAPS sponsors the annual event, Anime Central, a convention devoted to anime, manga and Asian culture. Additionally, MAPS awards three annual scholarships to full time college students studying Japanese Language and Literature, History and Culture and Illustration and Animation. MAPS has plans to host more events to promote our mission beginning in 2015.

### **Our Values**

Midwest Animation Promotion Society's has compiled a list of six core values that reflect our organization. Each value reflects what is truly important to us: our mission and our membership.

### **Accountability**

We believe that being accountable for one's own actions makes us an honest and reliable organization. That is why we endeavor to meet and exceed all standards set and encourage all our members and event staff to do the same.

### **Communication**

Open, honest and clear communication is key. This is how we aim to communicate with our members as we feel it is not only the most effective way to communicate, but helps to build a trusting and a more positive environment. We encourage all our members and event staff to communicate with us and amongst each other in the same way to help us continue building this community in the most positive way possible.

### **Community**

Our mission is to promote an appreciation for art and education and in the process of doing this, we have developed a strong community of relationships – between our members, event staff and the anime and manga industry. We aim to cultivate an environment where this community can thrive and grow as a larger part of the world anime and manga community.

### **Diversity**

We are dedicated to attracting and supporting diversity in our membership. We cherish the opportunity to learn from the diverse backgrounds of our members and strive to foster an accepting environment where all feel welcome.

### **Education**

We strive to fulfill our organization's mission statement to educate about anime, manga, Asian cultures and traditions. We work towards cultivating an understanding and appreciation of anime and manga as valid art forms in addition to passionately educating people on how anime and manga fit into, reflect and mold the Asian cultures and traditions we speak about in our mission.

**Integrity**

We conduct ourselves, in all matters, with integrity. We believe in being honest and ethical in all our business practices by honoring our commitments and showing respect to both our membership and with those whom we conduct business with.