

# NCG's Lexicon

## **Defining key terms: what do these important words mean to us?**

**Equity.** *Equal access to opportunity, institutions, and resources by all people to enable them to participate, prosper, and thrive.*

**Social Justice.** *Systematic fair treatment by and within governmental, social, cultural, and community institutions that ensures equal economic, political and social rights and opportunities.*

**Leadership.** *The capacity to create shared vision, motivate and inspire people to engage with that vision, develop effective strategies, and build thriving teams that deliver results.*

**Community.** *People joined together by shared purpose, vision, interests, or goals. Characterized by persistence (i.e., enduring over time), relatedness (i.e., engagement with one another in dynamic ways), and connection (i.e., camaraderie).*

**Culture.** *The “look and feel” of an organization, community, or region that results from shared values, beliefs, and agreed-upon behavioral norms.*

**Regional Vibrancy.** *The unique and distinct character that defines Northern California: its natural beauty, human diversity, artistic and cultural richness, innovative, entrepreneurial and creative economic engine, and deep legacy of social justice. Our “heartbeat,” if you will.*

**Sustainability.** *Strengthening and preserving our region’s vital workforce, diverse and rich populations, nonprofit infrastructure, artistic and cultural communities/institutions, and natural environment.*