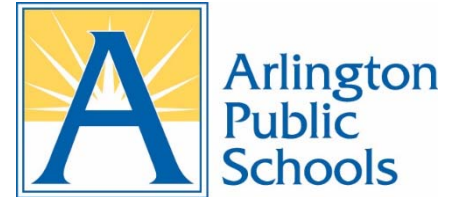


# APS Strategic Plan Steering Committee

December 5, 2017



# Agenda



Welcome

Mission

Vision

Core Values

Public Comment

Closing



# Housekeeping



## Notes

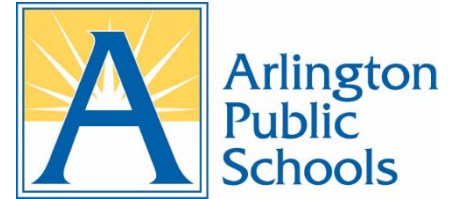
### Questions from Prior Meeting

Updates on outreach

Suggested resources on engage page



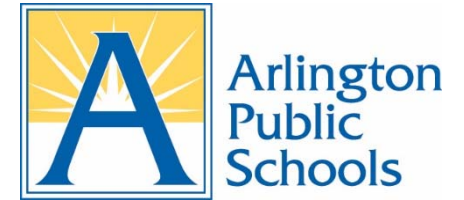
# Working Agreements



- Assume positive intentions
- Allow everyone's voice to be heard
- Focus on the work
- Promote a sense of inquiry
- Pay attention to self and others
- Formulate the milestones for creating the strategic plan through collaboration
- Create a goal of consensus
  - Acceptable rather than the perfect
  - Best intentions rather than winning a point
- Keep in mind, the School Board makes the final decision



# Mission, Vision, and Core Values



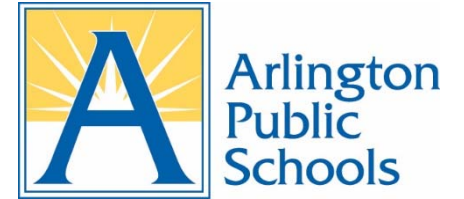
**Mission:** defines our purpose as Arlington's public education system

**Vision:** establishes what we aspire to achieve in the future, serving all of our students and our community

**Core Values:** beliefs that frame our planning and decision-making throughout APS



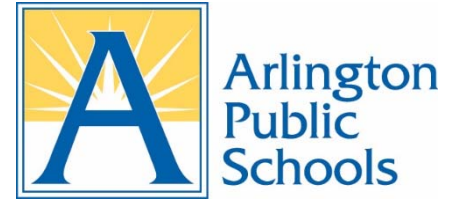
# Mission and Vision



	Mission	Vision
<b>Answers</b>	Why do we exist?	What do we aspire to achieve? What will the future look like as we fulfill our mission?
<b>Purpose</b>	Informs	Inspires
<b>Activity</b>	Doing	Seeing
<b>Source</b>	Head	Heart
<b>Effect</b>	Clarifies	Challenges
<b>Length</b>	Short	Longer

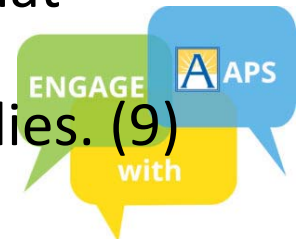


# Mission Examples

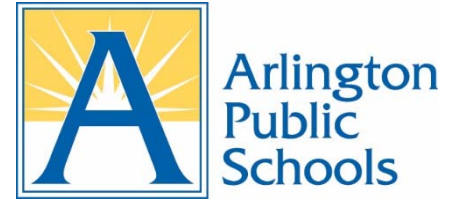


- The Humane Society: Celebrating Animals, Confronting Cruelty. (4 words)
- Monterey Bay Aquarium: To inspire conservation of the oceans. (6)
- Wounded Warrior Project: To honor and empower wounded warriors. (6)
- Best Friends Animal Society: A better world through kindness to animals. (7)
- Kiva: To connect people through lending to alleviate poverty. (8)
- Livestrong: To inspire and empower people affected by cancer. (8)
- Public Broadcasting System (PBS): To create content that educates, informs and inspires. (8)
- USO lifts the spirits of America's troops and their families. (9)

Source: <https://topnonprofits.com/examples/nonprofit-mission-statements/>



# Mission Examples



- The Rotary Foundation: To enable Rotarians to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty. (24)
- AARP: To enhance quality of life for all as we age. We lead positive social change and deliver value to members through information, advocacy and service. (25)
- Boy Scouts of America: To prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law. (25)
- NPR: To work in partnership with member stations to create a more informed public – one challenged and invigorated by a deeper understanding and appreciation of events, ideas and cultures. (28)

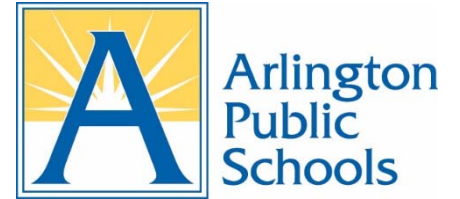


Source: <https://topnonprofits.com/examples/nonprofit-mission-statements/>

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# Mission Example



## TED: Spread ideas

TED is a global community, welcoming people from every discipline and culture who seek a deeper understanding of the world. We believe passionately in the power of ideas to change attitudes, lives and, ultimately, the world. On TED.com, we're building a clearinghouse of free knowledge from the world's most inspired thinkers — and a community of curious souls to engage with ideas and each other, both online and at TED and TEDx events around the world, all year long.

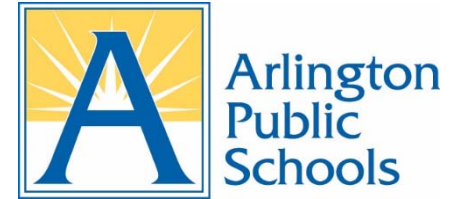
In fact, everything we do — from our [Conferences](#) to our [TED Talks](#) to the projects sparked by the [TED Prize](#), from the global [TEDx](#) community to the [TED-Ed](#) lesson series — is driven by this goal: How can we best spread great ideas?

TED is owned by a nonprofit, nonpartisan foundation. Our agenda is to make great ideas accessible and spark conversation.

Source: <https://www.ted.com/about/our-organization>



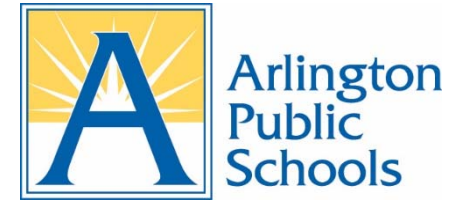
# Mission Reminders



- Don't worry about word choice. This is the easiest part to nitpick and the least important for your final statement!
- Keep it short. Many of the best mission statements have fewer than 10 words.
- Keep it simple.
- Say it out loud.
- Avoid clichés: *things like “make the world better”*.



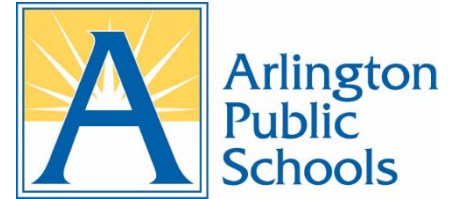
# Vision



	Mission	Vision
<b>Answers</b>	Why do we exist?	What do we aspire to achieve? What will the future look like as we fulfill our mission?
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# Vision Examples

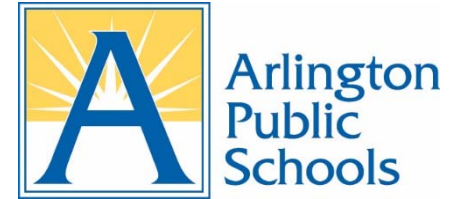


- Human Rights Campaign: Equality for everyone (3)
- Feeding America: A hunger-free America (4)
- Alzheimer's Association: A world without Alzheimer's (4)
- Oxfam: A just world without poverty (5 words)
- National Multiple Sclerosis Society: A World Free of MS (5)
- The Nature Conservancy: To leave a sustainable world for future generations. (8)
- Make-A-Wish: That people everywhere will share the power of a wish (10)
- Habitat for Humanity: A world where everyone has a decent place to live. (10)
- San Diego Zoo: To become a world leader at connecting people to wildlife and conservation. (12)

Source: <https://topnonprofits.com/examples/nonprofit-mission-statements/>



# Vision Reminder



## School Board Charge

- Develop a proposed Strategic Plan that focuses on students as our core priority.
- The Vision establishes what we aspire to achieve in the future, serving all our students and our community.

## Dr. Murphy's Challenge

- Push – throw it out there



“Big Visions” that we strive to achieve today . . .



## Declaration of Independence

- We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness.

## *United States Constitution*

- ***We the People*** of the United States, in Order to form a more perfect Union, establish Justice, insure domestic Tranquility, provide for the common defense, promote the general Welfare, and secure the Blessings of Liberty to ourselves and our Posterity, do ordain and establish this Constitution for the United States of America.



# “Big Visions” that we strive to achieve today . . . (continued)



## Gettysburg Address – Abraham Lincoln

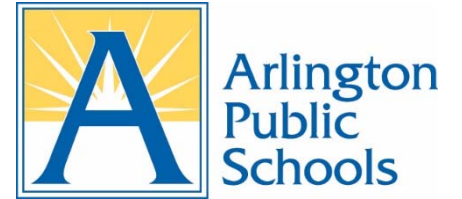
- It is rather for us to be here dedicated to the great task remaining before us -- that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion -- that we here highly resolve that these dead shall not have died in vain -- **that this nation, under God, shall have a new birth of freedom -- and that government of the people, by the people, for the people, shall not perish from the earth.**

## I Have a Dream - Martin Luther King

- In a sense we've come to our nation's capital to cash a check. When the architects of our republic wrote the magnificent words of the Constitution and the Declaration of Independence, they were signing a promissory note to which every American was to fall heir. **This note was a promise that all men, yes, black men as well as white men, would be guaranteed the "unalienable Rights" of "Life, Liberty and the pursuit of Happiness."**



# Visions Realized

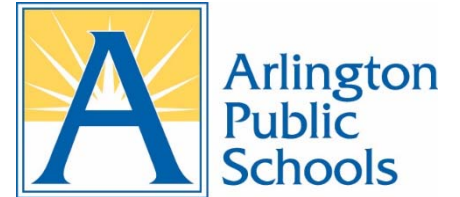


**Insert Most Likely to Succeed video clip**





# Big Vision Statement

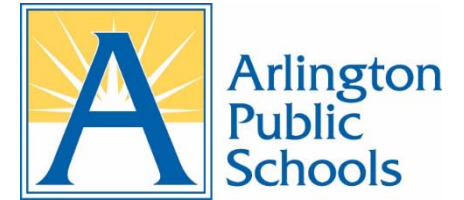


What would you dare to dream for APS and our students?

- The “jagged learner profile”
- The “gifted”
- The “second language learner”
- The “learner with disabilities”
- The “struggling/troubled”
- The “disadvantaged”
- The staff and parents/guardians



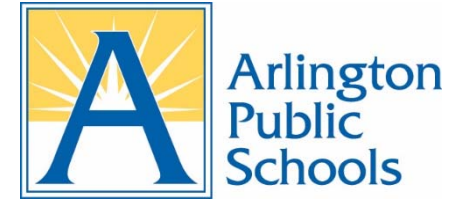
# Six Position Straw Poll



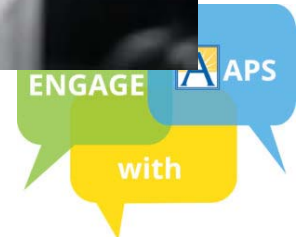
1	2	3	4	5	6
I strongly agree	I agree	I agree, with some reservations	I disagree, but I'm willing to go with the majority	I disagree, but don't want to stop others	I disagree strongly and will work to block it
I really like it	I like it	It's okay	I don't think it's all that great, but I'm willing to go along with the majority	I don't like it, but am willing to go along because I don't want to stop others	I really don't like it and will work to sabotage it
I'll advocate it publicly and privately whether or not it's adopted	I'll advocate it publicly and privately	I'll support it publicly even with my reservations	I'll support it publicly and privately when asked	I won't object to it publicly or privately	I'll actively object to it publicly if it's adopted



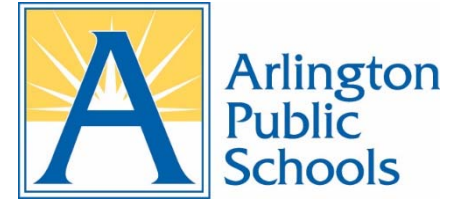
# Core Values



Beliefs that frame our planning and decision-making throughout APS



# Core Values



**Excellence:** Each student is entitled to an excellent education that meets his or her individual needs.

**Family and Community Engagement:** Dynamic and supportive partnerships among students, parents, educators, and the community are critical to meet student needs and provide enriching experiences.

**Diversity:** Our diversity is a strength that creates resilient, open, and innovative global citizens.



# Follow-Up for Next Meeting



Review Data Dashboard

December/January meeting schedule



# Public Comment



# Closing

