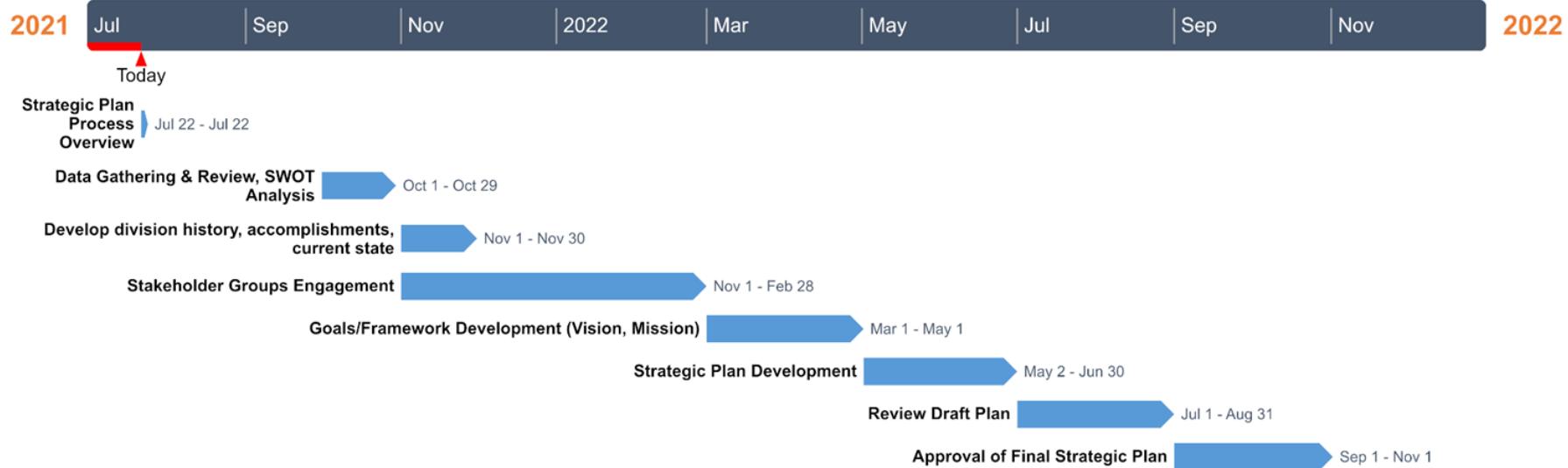


SPS Strategic Planning: Mission and Vision Statements

Dr. Okema Branch
Chief Academic Officer
School Board Work Session
September 9, 2021

Proposed SPS Strategic Plan Development Timeline



2018-2023 Strategic Plan Overview

Our Mission

- To partner with the community
- To provide an effective educational experience
- To prepare every student to find success in our complex society

Our Vision

The vision of Suffolk Public Schools is that all students will become lifelong learners equipped with the skills, knowledge, and attitudes to succeed as productive citizens in a local, national and global society.

SPS Visioning

- Future Preferred State
- Begin with the End in mind
 - Where do we want to be?
 - Where are we now?
 - How do we want to be different in 8-10 years from now?
- Gives direction

Mission (Why?)

Defines the purpose and reason for being

Guides day-to-day operations

Brief, clear, informative, direct

FOCUS on what is most important to the division

Questions to consider...

- *What do we do today?*
- *Who do we serve?*
- *What are we trying to accomplish?*
- *What impact do we want to achieve?*

Examples:

Starbucks: To inspire and nurture the human spirit - one person, one cup and one neighborhood at a time.

TripAdvisor: To help people around the world plan and have the perfect trip.

Vision (What?)

Describes the future of the organization

Inspirational and motivational but also provides direction, mapping out where the division is headed

Serves as a guide for choosing current and future courses of action

Questions to consider...

- *Where are we going moving forward?*
- *What do we want to achieve in the future?*
- *What kind of future society do we want to envision?*

Examples:

Southwest Airlines: To be the world's most loved, most efficient, and most profitable airline.

Habitat for Humanity: A world where everyone has a decent place to live.

Values (How?)

- What is important to SPS? (principles, standards, importance)
- How must we behave to achieve our vision?
- Collective Commitments
- Example - Etsy
 - We commit to our craft.
 - We minimize waste.
 - We embrace differences.
 - We dig deeper.
 - We lead with optimism.

What CORE vocabulary shape our approach?

A dense word cloud composed of numerous positive and professional vocabulary words. The words are rendered in various colors (blue, red, orange, green, purple) and sizes, creating a dynamic visual effect. The words include: Service, Friends, Support, Learning, Committed, Global, Humble, Efficient, Fun, Passionate, Inspiring, Best, Open-minded, Optimistic, Humorous, Quality, Family, Honesty, Remarkable, Respectful, Listening, Teamwork, Innovation, Satisfaction, Transformation, Leadership, Transparency, Adventurous, Courageous, Value, Responsibility, Loyal, Fanatical, Nurturing, Partnership, Sustainability, Dependable, Integrity, Community, Reliability, Consistent, Delight, Diversity, Excellence, Customer, Caring, Educating, Positive, Resourceful, Results.

School Board Members' Feedback

Recommended Core Vocabulary
for the
Vision, Mission, & Values

School Board Members were asked to provide core vocabulary and phrases they recommend be captured in the vision, mission, and/or core values.

Nurturing Teamwork
Caring Community
Commitment
Learning Family
Involvement By Stakeholders
Responsibility Integrity
Quality Diversity
Excellence Partnerships

Service **Support** **Inspired**

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