



Imagining our



Focus Group Meeting #2
November 7, 2019

**Welcome, Call to Order,
Recap Since We Last
Met**



- Understand differences between mission, vision, values, & taglines
- Ponder and perfect a Vision Statement for Solana Beach
- Begin crafting a new Mission Statement



- **Vision:** Audacious dream of the future based on the work you do
- **Mission:** Describes who you serve and what you serve them
- **Values/Beliefs:** Guiding principles that determine how people will behave/ operate in pursuit of the Vision.
- **Tagline:** Catchphrase or slogan

- **Vision:** To create a better everyday life for many people.



- **Mission:** To offer a wide range of home furnishing items of good design and function, excellent quality and durability at prices so low that the majority of people can afford to buy them.
- **Tagline:** The Wonderful Everyday



THE WONDERFUL EVERYDAY

Instore | Online | Mobile

Name that Visioneer



To connect pec

belong anywhere

ty marketplace.

Our vision is that people everywhere will share the power of a wish.



To become the world's most loved, most flown, and most profitable airline.



A district's vision statement should be aspirational and convey the imprint you hope to leave on the world.

What makes a vision powerful?

1. Tells others what you stand for
2. Short; easy to remember
3. Free from methods, means, and “how to’s”
4. Generates hope and energy
5. Sets forth a destination for the
organization

We can't have moonshot schools
with earthly visions and dreams.



***Igniting passion in
today's students
for tomorrow's
opportunities***





Unlocking the potential of tomorrow by building confident, innovative learners today



*Unrelenting pursuit of the
extraordinary school experience*

Vetting Your Vivid Vision



1. Draft a vision statement that sets forth a destination for Solana Beach that's bursting at the seams with possibilities.
 - Is the statement easy to remember?
 - Is the statement free from methods, means, and “how to’s?”
 - Does the statement project hope and energy?
 - Will the statement guide the District’s LCAP and strategic goals?



Mission statements tell everyone what you do.



To organize the world's information
and make it universally accessible
and useful



To give customers the most compelling shopping experience possible.

What Makes a Mission Memorable?

- ❑ Conveys the value of your business or services
- ❑ Sounds reasonable to achieve
- ❑ Succinct; memorable
- ❑ Inspires people who work there





Carlsbad
Unified School District

We provide
every student
an
extraordinary
education, in
an inspiring
environment.



Mission: To ignite genius and empower students to advance the world

Vision: Unrelenting pursuit of the extraordinary school experience

Mission



Review the words that align with a mission statement. Draft a mission statement that resonates with the group. Use these questions to guide conversations and thinking:

- Does this statement project the value of education to students & parents?
- Does this statement sound reasonable to achieve?
- Is the statement succinct?
- Will this statement inspire SBSD employees who work with students?

NEXT STEPS

