

PLANNING ELEMENTS - Vision and Mission



Willow Run Community
Schools

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Institute

VISION

- Answers the question: “What do we want to create?”
- creates a shared sense of purpose
- is more emotional than analytical
- describes what the organization will look like when it achieves its full potential
- is clear and powerful enough to sustain the effort it will take to achieve it

MISSION

- Answers the question: “Why do we exist?”
- What business are we in?
- What good do we do? What needs do we fill?
- For which people?
- Through what means do we do it?

CORE BELIEFS and GUIDING PRINCIPLES

- Answers the question: “What fundamental beliefs do we hold?”
- Enduring guidelines for conduct and decisions
- Helps determine *how* you go about your business
- “Natural laws” of the organization

Core Values and Guiding Principles

Accountability

Character

Citizenship

Competition

Communication

Continuous Improvement

Diversity

Emphasis on Learning

Emphasis on results

Excellence

Honesty

Integrity

Involvement

Leadership

Passion

Pride

Respect

Responsibility

Stewardship

Guiding Principles - Draft

(What will guide our behavior?)

At the Willow Run Community Schools children are the first priority and to this end we are committed to the principle of:

Citizenship (Sample)

We believe in:

- Service to others
- Community participation
- Democratic process

Core Beliefs - Sample

(What do we believe as an organization?)

- _ **Every student can learn.**
- _ **Learning must be a lifelong process.**
- _ **Every student is entitled to the best possible education.**
- _ **Education is a shared responsibility among educators, parents, and community.**
- _ **Students are responsible for their own learning.**
- _ **Every student is entitled to be respected, nurtured, and valued.**
- _ **Individuals are responsible for the choices they make.**