

CREATING GSD's VISION STATEMENT

"If you spend time researching the fundamental ingredients of any successful organization, one thing that immediately becomes apparent is a deeply ingrained, shared vision." (from Ben Owens of *Ed. Week*)

DEFINITION

Our vision statement will be a *description of what challenging improvements the Gervais School District wants to accomplish during the 2021-2024 school years*. It is a brief phrase/sentence describing the future we are ultimately working toward and is intended to serve as a clear guide for choosing future courses of action. It should describe the district's most important beliefs, what it wants to be known for, and its hopes for the future. Don't confuse our intended vision statement with a road map. For example, what Bill Gates envisioned when he started Microsoft was a personal computer in every home and business, not a series of steps for making it happen. Vision statements **focus on the future**; not what is already in place.

VARIOUS EXAMPLES

*Netflix...*Becoming the best global entertainment distribution service.* (7)

*Leukemia and Lymphoma Society...*Cure leukemia, lymphoma, Hodgkin's disease, and myeloma.* (7)

*Brentsville S.D...*Our students will be responsible citizens, lifelong learners, and prepared for a variety of post-graduation options.* (17)

*National Multiple Sclerosis Society...*A world free of MS.* (5)

*Starbucks...*Establish Starbucks as the most recognized and respected brand in the world.* (12)

*Feeding America...*A hunger-free America* (4)

*Cleveland Heights S.D...*Preparing All Students for Success in A Global Economy.* (P.A.S.S.A.G.E.) (9)

Ithaca S.D...*Empowering Excellence.* (2)

WHY HAVE A VISION STATEMENT?

While our vision statement doesn't tell us how we are going get there, it does **set the direction for the district improvement process**. For a private sector example, consider that Henry Ford thought most people could be able to own an automobile. He envisioned access for everyone,

not just the wealthy. The *purpose* of Ford Motor Company was to build and make affordable cars (*mission*). The underlying *value* was to create access for everyone. His *vision* was a multitude of Ford made cars on the road, driven by all types of people. His *strategic goal* of assembly line mass production was born from his vision.

COMPONENTS OF A STRONG VISION STATEMENT

1. Use **simple, easy to understand language** and avoid educational jargon.
2. It must be **brief** enough so that all district employees can remember it. Vision statements are meant to say a lot in just a few words so the words must be carefully selected.
3. It must be created for a **three-year time span**.
4. If we simply say we want all GSD students to achieve success, any of the 197 districts in Oregon can say that; it's too generic. The most effective vision statements are **clear about what the organization wants to become**.
5. In general we need to **base our vision statement on the best possible future district outcomes**. Remember, the purpose of our vision is to sharpen the district's focus and not just serve as a measuring stick for success; that is the function of district strategic goals and accountability measures.

PROCESS FOR IDENTIFYING OUR VISION STATEMENT

When you first start to create a vision statement you need to **think about what the school district does and what, in an ideal world, you would like it to do**, and how you would like it to appear to the greater Gervais region. Consider the services and values the district provides. Then imagine how it would be if the district provided the very best version of the services possible. List the services and values and incorporate them into a brief statement that gives a good overview of the type of image you want the district to represent. **Aim for 15 words or less**. Design the statement to clearly communicate in a way that individuals can remember it and express it to others.

Easy To Understand

Brief

Three-Year Time Span

Clear About What We Want G.S.D. To Become

And

Based On Our Best Possible Strategic Plan Outcomes