



Principal Matters, LLC

MISSION, VISION, GOALS

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PD ON MISSION, VISION, AND GOALS

PREP WORK **WHAT TO BRING**

Before you begin, gather your most recent data on student performance, parent feedback, or community involvement. This can be standardized test scores, common formative assessment data, parent surveys or numbers of volunteers helping in your building. You'll need this later.

Arrange the room into the tables where participants are sitting in groups of 4 to 6 people.

Bring large paper post-its and lots of dry-erase markers.

Use either a large white board, or use a Smartboard or projector screen where lists can be written so everyone in the room can view them.

Assign a scribe to use a Google Doc or some kind of shared digital document where all notes can be stored for future reference.

If you haven't already set group norms for brainstorming and action planning, use the first part of your meeting to do so. This should include reminders that all ideas and people have value. Someone may want to be a time-keeper to watch and direct each session as well.

Have fun. If you aren't enjoying learning, others won't either!

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PART 1: **MISSION**

Break teams into groups with large poster stick up paper and pens. Ask them to discuss the compelling purpose or mission of they want for students in your school community. Dream big!

Our mission for _____ students is...

Ask them to write words or phrases that capture their vision for the future and outcomes of all students. Post those on the wall and then have each group read theirs outloud. As they do, you (or someone assigned) circle common phrases or words.

Look for consistent words or phrases that stand out among each shared list.

Then on a Smartboard or Whiteboard, write down those common words or phrases, and ask for input on creating a shared Vision Statement. Explain this is a work in process, not a perfect statement, but one that will change as you write it.

Share some samples of vision statements from other schools or organizations:

Here's one from GrowingLeaders.com that I like:

Our Mission - Empower the emerging generations with skills to lead in real life.

Take a break.

P D O N M I S S I O N , V I S I O N , A N D G O A L S

PART 2 **VISION**

Time for teamwork again. Ask participants to imagine and envision what it looks like to complete the mission. What are the words or phrases that capture the overall outcomes you want to see in your student?

Break into groups again to develop these lists.

Place them on the wall and ask for feedback.

Have each group share.

Circle words and phrases that are consistent or compelling to consider.

Use the Smartboard or Whiteboard to begin constructing a vision statement.

Here's another example from GrowingLeaders.com:

*Our Vision - We imagine
a world improved – even
transformed – by
millions of young
influencers who solve
problems and serve
people in their
communities.*

Take a break.

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PART 3 OUR VALUES

This an important time to discuss the tangibles and nuts/bolts of how we make the vision a reality. It begins through shared values.

Instead of breaking into groups, have participants shout out shared values, and create a list of them together on your Smartboard or Whiteboard.

Here are some more samples from GrowingLeaders.com to review after creating yours:

Make it Better.

We serve in a posture of ongoing improvement. We make data-driven decisions that keeps relevant. Once we innovate, we create tracks to move forward to better events and resources.

Always Add Value.

We add value and extravagantly care for everyone. We offer a “wow” experience, deliver more than we promise and promote the cause above the product.

Begin with Belief.

We assume the best about others and interact from a place of belief. We err on the side of generosity and give grace to everyone.

Turn Up the Fun.

We set the tone for others incorporating fun and celebration into each experience, interaction and encounter. We believe it is in this kind of environment we live our best lives.

All for One.

Growing Leaders is a team sport. We sacrifice for our partners and each other because we see the big picture. We act on behalf of each other because the goal is more important than the role.

Sign Your Name

Like an artist signs his or her name to a portrait, we own our tasks taking pride in our work. We act like an owner not a renter of our mission. We make a name for our organization as one that excels.

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PART 4 **SETTING GOALS**

This is the nitty gritty of shared leadership. Looking at your school data, what are the outcomes you should next focus on next to strategically move toward making your mission, vision, and values a reality? Make these SMART goals.

Ask your team members: In what ways can you help target 1 to 3 SMART goals for the remainder of the year that everyone can rally around?

Make sure they reflect your mission, vision and shared goals. Share student and school data that should be helpful in formulating these goals. Even if you choose just one, commit to reaching it together so your work is meaningful and effective.

Option 1: Create your SMART goals as entire staff for shared outcomes.

Option 2: Ask each person to develop a SMART goal of their own that can be a part of their own personal professional development for reaching the mission, vision, and values of your school.

Provide a rubric for writing out those SMART goals:

My SMART Goal is...

Specific:

Measurable:

Achievable:

Relevant:

Timeline:

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PART 4 (CONTINUED) **SETTING GOALS**

Here's an example from a blogger who shares her personal goal to grow her Professional Learning Community going into the new year:

Strengthening My Professional Learning Network (PLN), by <https://achievethecore.org/aligned/setting-s-m-a-r-t-goals-as-an-educator/>

Specific: To extend my professional learning network. Why? Having a collaborative network of educators to engage with, both face-to-face and virtually, is pivotal to continuing my own learning as an educator. Talking with my peers or on an online forum about the best way to implement a certain standard or a creative way to engage students with a piece of text is much more enjoyable than insisting on working solo.

Measurable: I will participate in at least two Twitter chats a month (one being the monthly #CoreAdvocates chat), find and follow one new educational blog each month, participate in one book study (whether virtually or face-to-face) each semester, and join and engage with Google+ communities.

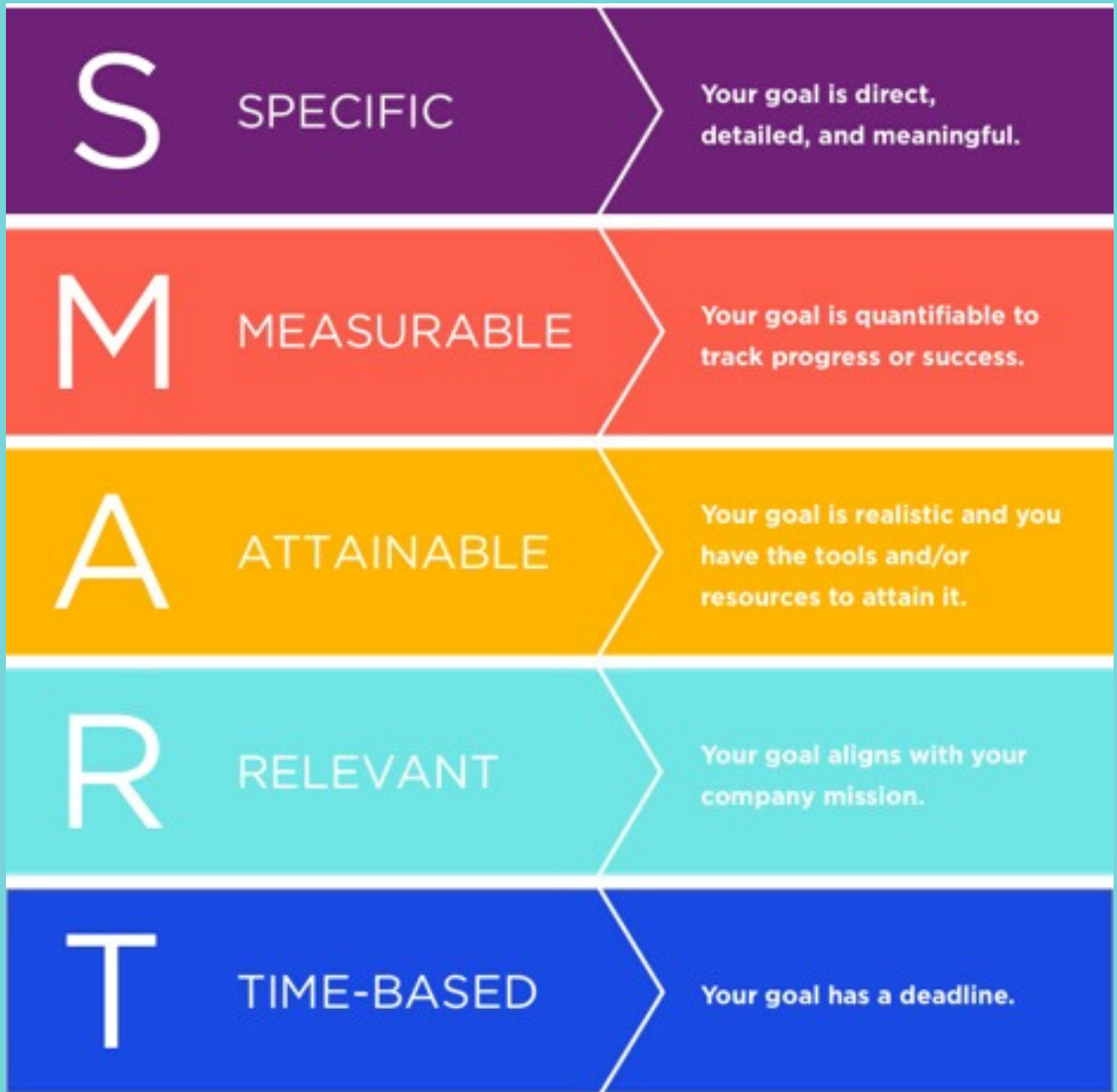
Achievable: To achieve this goal, I need to do several things. I need to schedule the time on my calendar for Twitter chats so I don't forget to participate. I also need to research how to use Google+ communities as this online PLN is relatively new to me.

Relevant: One of our district's goals is to promote lifelong learning. By extending my own professional learning network, I'm embracing the district goal by making it a personal goal. Daily, I'm able to glean helpful suggestions and ideas from my PLN whether it's on Twitter, Facebook, or by chatting with my colleague across the hall about her new lesson she's working on.

Timeline: August 2017—June 2018

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SMART REVIEW



WRAP IT UP: Ask for two or three participants who will share a SMART goal by reading it aloud. Set a date for the next time everyone will be asked for progress on their goal. What kind of celebration can you plan now (and when) for reaching the goals? Set a date now and write down ideas for ways you want to celebrate. Ask for volunteers to chair that celebration committee. Discuss other ways can you hold each other mutually accountable in reaching your goals.