

Vision Revision  
10/25/11

In an attempt to clarify our purpose in adopting a vision statement for the district, we felt that the following definitions might be helpful.

- A **tag line** is a variant of a branding slogan typically used in marketing materials and advertising
- A **motto** is a phrase meant to formally summarize the general motivation or intention of a social group or organization.
- A **mission statement** is a statement of the purpose of a company and organization. The mission statement should guide the actions of the organization, spell out its overall goal, provide a path, and guide decision-making. It provides the framework or context within which the company's strategies are formulated.
- A **vision statement** outlines what the organization wants to be, or how it wants the world in which it operates to be. It concentrates on the future. It is a source of inspiration. It provides clear decision-making criteria.

**Proposed Vision Statement:** Oak Park Elementary School District 97 will be nationally recognized for advocating learning with purpose and respect, academic excellence, educational innovation, and lifelong accomplishment.

**Proposed motto:** *Learning with Purpose and Respect*