

CCS Mission Statement – BOE Input

Our BOE held a Strategic Planning Session on 2/22 and discussed CCS core messaging, including the recommendation to update and consolidate our messaging into a Mission statement and Strategic Plan. At the end of this document, you will find a Mission Statement option to consider based on input from all members attending our strategic session. I have included our Current CCS Statements and the recommendations we reviewed on 2/22 for reference. The original document I sent out for our 2/22 session includes comparative statements from other organizations and additional information if you need this for reference. Thanks to everyone for your honesty, input and open-mindedness.

Current CCS Statements

Mission Statement

To grow environmentally literate, community-impacting learners of excellence

Vision Statement

To provide academic excellence that leads to a stronger and healthier community

Purpose

To improve student learning and achievement

Guiding Principle

To provide a guaranteed and viable curriculum that is rigorous and challenges all students with an emphasis on environmentalism and community engagement

Five Focus Areas

I Student Achievement

II Environmental Education

III Community Engagement and Safety

IV High Quality Workforce with Professional Development

V Fiscal Stewardship and Sustainability

Previous Recommendations Discussed at 2/22 BOE Meeting

It is highly unlikely we would agree on an initial recommendation, however, I thought I would make a suggestion for the BOE to use as a starting point for discussion. Collective power comes from uniting under a “shared” mission/vision statement. When we discuss this at an upcoming Board meeting, please come prepared to share your initial reaction to the proposed changes and what you would recommend changing. Or do you have an altogether different recommendation?

I would suggest we simplify our core messaging and reduce to two items:

- 1. Our Mission**
- 2. Five Strategic Focus Areas**

Eliminating the Purpose and Guiding Principle reduces redundancy and improves the odds of better recall of our Mission statement.

I suggest we incorporate words into our Mission statement which reflect both our seat-based and online programs. Below are a few thought-starter statements.

Mission Statement

Broad Reach. Small Settings. Big Impact.

At CCS, we **grow lifelong learners** who are passionate about our environment and will make a real difference in our **interconnected world**.

Mission Statement

Broad Reach. Small Settings. Big Impact.

As a unique Minnesota school, we offer **both a seat-based and personalized online** program to **grow lifelong learners** who are passionate about our environment, **communities**, and making a real difference in our **interconnected world**.

Mission Statement

In a **small school setting** with access to the **best seat-based and online learning**, we **grow lifelong learners** who are skilled and inspired to make a **positive impact on our planet** and **communities**.

Mission Statement

[suggested by Heidi O'Brien at 7/13/20 BOE mtg]

To **grow** environmentally literate, academic learners of excellence, that lead to a stronger and healthier **community**.

Green text = words which resonated with the BOE

Additionally, the BOE liked the recommendation of consolidation and less wording. The BOE seemed comfortable eliminating the Purpose and Guiding Principle. Comments included that we should include our focus on small group settings since our school has evolved it made sense to reflect both of our learning programs in our mission. A Mission Statement option incorporating the BOE feedback is on the following page. Please share your thoughts or other ideas at our next session.

Mission

Broad Reach. Small Settings. Big Impact.

At CCS, we reach students wherever they are. We connect in dynamic small groups with unique online or seat-based experiences to grow lifelong learners who will positively impact our communities and planet.

Mission

Broad Reach. Small Settings. Big Impact.

At CCS, we grow lifelong learners who are passionate about our environment and will positively impact our communities and planet.

Our unique approach reaches students wherever they are connecting them in dynamic small groups with the best online and seat-based experiences. We cultivate curious minds, healthy relationships and appreciation for the world in which we live.