



# Positive Happenings

Purpose, Mission, Vision, Core Values & Marketing

FLAS COMMUNITY EDUCATION SEPTEMBER 2016

## SPECIAL POINTS OF INTEREST:

- FLASCE is examining current purpose, vision, mission and core values.
- Community Ed's Facebook presence has merged to one page.
- A Twitter account has been created for FLASCE.

## FLASCE Current Purpose, Mission, Vision and Core Values being Examined

The Forest Lake Area Schools Community Education (FLASCE) department, under the guidance of our new director, Corey McKinnon, has embarked upon the task of examining, and revising if needed, our current purpose, vision, mission and core values. The primary goal of this project is to identify the current state of FLASCE and then provide a vision that stems from a community-focused purpose and culture-based core values. It is our aim that FLASCE is the gold standard for how community needs are met via community education.

The current purpose of FLASCE is to promote learning by offering educational, social and recreational opportunities for everyone. Our current Core Values are as follows: Customer Service, Education and Learning, Honesty and Integrity, A Safe, Supportive and Caring Environment and Providing Opportunities for All. Each of these elements build into the vision statement that can be found on the majority of the publications put out by FLASCE: Engaging people; Enriching lives. While

each of these components certainly capture much of the beliefs to which FLASCE currently exists, the FLASCE Leadership Team made up of coordinators and supervisors, along with the director has identified areas to improve,

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*“The purpose, cause or belief is the very reason the organization exists.”*

*-Simon Sinek*

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expand and enhance the overall vision, identity, goals and purpose of FLASCE. This strategic focus will further ensure that our future planning and programming decisions stem from the needs of our community as well as rest upon a forward-focused vision, identity and purpose.

## New Strategy for FLASCE Social Media & Email Marketing

With social media continuing to play a paramount role in the way many community members receive information, Community Education made the decision to have a sole Facebook page for all programs with the exception of Early Childhood. This differs from the past when programs each had their own Facebook page. In August, all open pages were merged together to create a cohesive voice and brand for Community Education. This will enable us to cross-promote and be a consistent, reliable source for information. Along with important information, lively photos and videos of our programs are being posted.

You can find the new Facebook page under the name Forest Lake Area Schools Community Education.

Community Education now has a Twitter account, @FLASCE, where meaningful updates and images are shared with followers of the page. We'd like to encourage coaches, teachers, parents and family to take pictures and send them to Community Education's Marketing Coordinator, Alexa Nelson at [alnelson@flschools.org](mailto:alnelson@flschools.org).

FLASCE is in the process of executing a new email schedule which will include two emails each month to everyone with a registered email address within Community Education.

The first email will be a newsletter format and the second will be an overview of upcoming classes and programs for the next month. By creating a consistent email schedule, the community will be able to rely on these emails for important deadlines and information.

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## Facebook & Twitter Posts from FLASCE Accounts



Facebook post.



Twitter post.