



COPPELL
INDEPENDENT SCHOOL DISTRICT
Empowering Educational Excellence

Board Action Required

No Action Required

To: Coppell ISD Board of Trustees
From: Tammy Taylor
Date: October 17, 2018

cc: Brad Hunt, Kristen Streeter

Re: Coppell ISD Strategic Design Phase 2

Since CISD's Core Values were approved at the June 2018 Board Meeting, we have been hard at work ensuring both Values Advocacy across the District, as well as plans for next steps with our Strategic Design effort that are focused on integrating these Values into all we do.

With regards to Values Advocacy, multiple efforts have been created and launched, from professional development to campus roadshows to print materials to promotional "story telling" opportunities. The sentiment we've received from our employees and other stakeholders has been extremely positive and encouraging, thus further reinforcing that we have the right Values for CISD, but also that we are ever passionate about making progress towards fully realizing our Values across our district, our campuses and our departments – with and for all our stakeholders.

Fully realizing our Values will be a multi-year effort, we will outline what successful progress looks like annually. For the 2018-2019 year, we will be focused on two key areas: (1) Creating a Culture of Accountability and (2) Pursuing our Priority Strategies. We must align our work, our communication and all our efforts to these new Values. As well, we must heed the feedback and input provided by all our stakeholders and evolve in a way that does not exacerbate the pain points we uncovered, as well as maximizes existing areas of strength.

UPDATE: We will provide you with the high-level plan and timing for Phase 2 of our Strategic Design effort.