



To: Coppell ISD Board of Trustees  
From: Tammy Taylor  
Date: June 19, 2018

cc: Brad Hunt, Kristen Streeter

**Re: Coppell ISD Values**

Our initial six-month Strategic Design effort has concluded, and we are prepared to present the recommendations for the Coppell ISD Values that will help to guide our future efforts.

Over the past six months, we have engaged in a process guided by the voice of our stakeholders, and leveraging that voice to help ensure the District is focusing on the highest priorities. In December, we launched an online questionnaire that resulted in over 4,300 responses from our various stakeholders, including current and former parents, current and former students, community members, community members and you, our Board of Trustees. That questionnaire was followed by in-depth interviews, which provided rich context to the quantitative data we received from the questionnaires.

Over the last three months, we've taken that insight and worked with additional stakeholders to synthesis the insight and with patience and intentionality, our stakeholders have crafted what will ultimately be the Coppell ISD Values, through which all efforts should ultimately align. We were thoughtful about the words chosen, the potential intent they could imply and how the Value Statements would be interpreted and leveraged in the future. There was very rich discussion about each word and statement and the time was well spent, as it has resulted in unique and actionable Values.

**RECOMMENDATION: That the Coppell ISD Board of Trustees approve the final Values for Coppell ISD so that we may begin our next steps in the Strategic Design effort: socialization of these Values with all stakeholders (employees being first), and our action and implementation planning.**