

Board Agenda Item



Topic: District Values Update

Presenter: Bruce Buruma

Meeting Date: May 8, 2019

Background

An update on the District values and character attributes was provided to the Board of Trustees at their meeting on April 10, 2018. The purpose was to ensure we were on track as we move forward in implementing and sharing these statements with the community.

Based on that feedback and support, we have been working on two components to move this forward:

- **Branding:** visual identity and strategy to promote within our schools and across the community
- **Implementation:** strategy of creating awareness and understanding among students and staff within our schools while complement existing character education programming

A new update on the progress to date will be provided at the Board meeting on May 8, 2019 for the information of the Board.

Quality Indicators:

Communications and Community Relations:

- QI 9.5 Promotes positive public engagement in the District.
- QI 9.7 Improves the District's public image.

Recommendation:

The Superintendent of Schools recommends that the update on District Values be received as information.