

# Imagining our



**Focus Group Meeting #2**

**Welcome, Call to Order,  
Recap Since We Last Met**



- ❑ Understand differences between mission, vision, values, & taglines
  - ❑ Ponder and perfect a Vision Statement for Solana Beach
    - ❑ Begin crafting a new Mission Statement



- **Vision:** Audacious dream of the future based on the work you do
- **Mission:** Describes who you serve and what you serve them
- **Values/Beliefs:** Guiding principles that determine how people will behave/operate in pursuit of the Vision.
- **Tagline:** Catchphrase or slogan

- **Vision:** To create a better everyday life for many people.



- **Mission:** To offer a wide range of home furnishing items of good design and function, excellent quality and durability at prices so low that the majority of people can afford to buy them.
- **Tagline:** The Wonderful Everyday



THE WONDERFUL EVERYDAY

Instore | Online | Mobile

# Name that Visioneer



To connect people all over the world through  
the community marketplace.

*belong anywhere*

Our vision is that people everywhere will share the power of a wish.



To become the world's most loved, most flown, and most profitable airline.





A district's vision statement should be aspirational and convey the imprint you hope to leave on the world.

# What makes a vision powerful?

1. Tells others what you stand for
2. Short; easy to remember
3. Free from methods, means,  
and “how to’s”
4. Generates hope and energy
5. Sets forth a destination for the  
organization

We can't have moonshot schools with  
earthly visions and dreams.



*Igniting passion in  
today's students  
for tomorrow's  
opportunities*



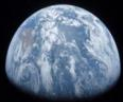


*Unlocking the potential of  
tomorrow by building  
confident, innovative  
learners today*



*Unrelenting pursuit of the  
extraordinary school experience*

## Vetting Your Vivid Vision



1. Draft a vision statement that sets forth a destination for Solana Beach that's bursting at the seams with possibilities.
  - Is the statement easy to remember?
  - Is the statement free from methods, means, and “how to’s?”
  - Does the statement project hope and energy?
  - Will the statement guide the District’s LCAP and strategic goals?



**Mission statements tell everyone what you do.**





To organize the world's  
information and make it universally  
accessible and useful



To give customers  
the most compelling  
shopping experience  
possible.

# What Makes a Mission Memorable?

- ❑ Conveys the value of your business or services
- ❑ Sounds reasonable to achieve
- ❑ Succinct; memorable
- ❑ Inspires people who work there





Carlsbad  
Unified School District

We provide  
every student an  
extraordinary  
education, in an  
inspiring  
environment.



**Mission:** To ignite genius and empower students to advance the world

**Vision:** Unrelenting pursuit of the extraordinary school experience

# Mission



**REFRESH**

Review the words that align with a mission statement. Draft a mission statement that resonates with the group. Use these questions to guide conversations and thinking:

- Does this statement project the value of education to students & parents?
- Does this statement sound reasonable to achieve?
- Is the statement succinct?
- Will this statement inspire SBSD employees who work with students?

**NEXT STEPS**

