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March 8, 2021

MISSION, VISION, CORE  
VALUES UPDATE

School Board



**BROOKLYN  
CENTER**  
COMMUNITY  
SCHOOLS

WE STAND FRONT AND CENTER

# AGENDA

- Process: How did we get here?
- Product: What is our new mission, vision and values?
- Timeline: Where do we go from here?

# PROCESS

- April 2015: 2020 strategic plan completed, including new mission, core values and strategic priorities
- August 2020: First core planning team meeting
- Fall/Winter 2020: Equity team helps craft an equity statement; students help provide input on core values; CESO partnership begins
- January 2021: ThoughtExchange exercise
- February 2021: Core planning officially signs off on the new mission statement

# CORE PLANNING TEAM

- Staff
- Teachers
- School board members
- Parents
- Students
- Community partners

# ESSENTIAL STRATEGIC COMPONENTS

- **CORE VALUES** – express what you stand for, what you believe in; the non-negotiables that are closest to your heart
- **VISION STATEMENT** – uses aspirational language to communicate purpose; it's the change an organization means to affect in the world
- **MISSION STATEMENT** – communicates what an organization does in light of its vision

# MISSION

In Brooklyn Center Community Schools, our mission is to become a justice-centered school community that fuels the unique genius of each student

# VISION

Brooklyn Center Community Schools endeavors to be a collective who demonstrates passion, pride and perseverance.

We will fiercely lead the way in justice-centered education, striving against the permanence of racism and oppressive systems while embracing a future where our diversity fuels learning.

With every breath in our bodies, every ounce of influence we possess, and through every challenge, we stand front and center with the young people we love and serve.

# CORE

# VALUES

## **We Stand Front and Center**

In Brooklyn Center Community Schools, we listen, relate, advocate and affirm, understanding that our role is to be a catalyst for student growth and unity.

## **We Demonstrate Passion, Pride and Perseverance**

BCCS is a family, full of struggle and success. Through the heights of joy and the valleys of unrest, we rally for one another, believe in one another and make room to learn from mistakes.

## **We Acknowledge and Disrupt Oppressive Systems**

We have inherited systems of learning that were set up to further disadvantage already marginalized and silenced communities. Our response is to dismantle harmful practices and replace them with healthy power dynamics that amplify and embrace student voices. We will align our resources in ways that continuously fight the permanence of racism.

## **Our Diversity Fuels Learning**

We see each student as they are — capable of unique, lasting and critical contributions to our community. In BCCS we uphold our unique gifts and talents; our greatest hope is that each and every student is able to self-determine a joyful path.

## **We Fiercely Lead in Justice-Centered Education**

Our classrooms will reflect the students who populate these spaces. We insist that students have a voice in their learning and in resolving conflict and harm. As a district, we invite our students and surrounding community into conversations that affect curriculum and culture.



# QUESTIONS? DISCUSSION.

What's coming up for each of you?

# TIMELINE

Where do we go from here?

**BCCS SCHOOL BOARD TO TAKE OFFICIAL ACTION ON APPROVAL OF OUR PROPOSED MISSION, VISION, AND CORE VALUES.**

**Phase 1 (through spring break):** Building awareness. The BCCS community should understand that we have a new mission, vision and values.

**Phase 2 (after spring break through the remainder of the school year):** Implementing from the top. District leaders will start to see how they can implement the mission, vision and values and bring that to life.

**Phase 3 (summer and beyond):** Embodying from all staff: Staff will make connections with their daily work to the mission, vision and values.

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Strategic Plan Update: Mission, Vision and  
Core Values

School Board  
March 8, 2021

