

The Bellingham Promise: 2012 Strategic Planning Process

Beginning in 2012, Bellingham Public Schools will engage students, staff, families and the community in The Bellingham Promise, a strategic planning process. As a school district and Bellingham community, we want to collectively engage in building a promise for all students, regardless of zip code or other circumstances, to graduate as exceptional scholars with strong character and ready for the world.

The Bellingham Promise Building Blocks

Following an extensive process of school and community engagement in determining priorities during the 2010-11 school year, many building blocks currently exist to develop a draft springboard of The Bellingham Promise for further reflection and engagement. How do these blocks connect? What resonates? What is missing?

- 2005-2010 [District Strategic Plan and History](#)
- School Board [Governance Policies, Ends](#) and [Feedback from Community Linkages](#)
- 2010-11 [Entry Plan Listening and Learning: Report to the Community](#)
- [2011-12 Budget Priorities](#)

Engagement Process: The Bellingham Promise Draft Springboard

We will engage our schools and greater community in the development and refinement of The Bellingham Promise by sharing a draft and gathering feedback from:

- School Board
- Labor Leaders
- School and District Leaders
- All District Staff through staff meetings at schools and the district office, as well as via email, video and the intranet
- [Student Advisory Council](#) and Student Leaders
- All District Families through the [Parent Advisory Council](#), as well as via SchoolMessenger, video and website
- Bellingham Community through meetings with key communicators, leaders as well as via email, video, website and local media

Timeline

- **Jan. 9-20, 2012:** Share draft strategic planning process with internal groups for feedback.
- **Jan. 30-Feb. 29, 2012:** Share draft springboard (see engagement process outlined above) and continue to refine The Bellingham Promise.
- **March-April 2012:** Share feedback gathered and refined version of The Bellingham Promise. School and district leaders use plan to further develop work priorities to align with plan.
- **May 2012-2014:** School and district leaders engage key leaders and staff in developing scorecard measurements for ongoing, transparent evaluation of the plan's effectiveness.
- **June 2012:** Communication resources are developed for sharing The Bellingham Promise with staff and community.
- **Fall 2012:** The Bellingham Promise materials are distributed and shared.

Desired Outcome

The Bellingham Promise is built collaboratively and therefore its vision, mission, values, work priorities, measurements and results are owned by students, staff, families and the greater Bellingham community. The Bellingham Promise exists online as a living, transparent document, which is regularly refined, as needed, with various parts that are easily accessible and memorable for all.