



TO: Board of Directors
FROM: Greg Baker, Superintendent
DATE: April 7, 2014
SUBJECT: **Monitoring Report for Ends 1, Strategic Vision and Mission**

I certify that the following is accurate as of April 7, 2014. The reporting period is from the date of the last monitoring report on September 1, 2012 to the present.

Policy Type: Ends

Policy: Ends-1, Strategic Vision and Mission

Revised: August 9, 2012

Evidence of Compliance:

Since the process during the 2011-12 school year to engage students, all district staff, families and the broader community in developing [The Bellingham Promise](#), our work has focused on ensuring that our district's strategic plan becomes part of our everyday culture.

A *Sharing the Promise Advisory Group* helped update our district logo in spring 2013 to include “a collective commitment” from our vision. From this work, a toolkit containing the new logo and templates for PowerPoint, Prezi, letterhead and memos was shared with all leaders in August 2013 to support them in sharing our vision and mission in their presentations and other communications with students, staff, families and our community. In addition, each school received [Promise posters](#) in English, Spanish, Vietnamese, Russian and Punjabi; these are displayed in hallways and classrooms throughout our school system to bring visible attention to our vision and mission.

Also in spring 2013, our annual awards process was refreshed and is now known as [The Promise Awards](#). These awards are given annually to those who exemplify our vision and mission.

The Bellingham Promise, including our vision and mission, are displayed prominently on our website and [publications](#), including the Inside Schools community newsletter, Graduation and Course Planning Guide and Family Handbook.

Also, since the last monitoring report in 2012, a [Priorities for Progress](#) summary of our work priorities has been developed and is continuously shared for input and refinement. This has become an integral part of our budget development process to ensure alignment of resources in support of our vision and mission.

As part of our ongoing work to develop metrics connected to The Bellingham Promise, our staff has focused this year on data related to the Ends monitoring reports and is making progress on a draft scorecard.

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The Board of Directors has also held seven community linkages since our last monitoring report and continues to gather feedback on our vision and mission.

This school year, I am *Walking in the Shoes* of students and staff at each grade level. Following each visit, I share my reflections via email with staff of how The Bellingham Promise is alive and well in our schools. A summary of this work will be shared publicly via video later this spring or in early fall.

Statement of Compliance: The information identified above is evidence that the superintendent is in compliance with Ends-1.