

# CLAYTON 360

**Honoring History • Involving Community • Refining Vision**

**Community Meeting Handout/Pre-Reading**  
**April 21, 2012 • April 23, 2012 • April 24, 2012**

## **What's your vision for public education in Clayton?**

It's a question we've been asking across the community since the beginning of the year via CLAYTON**360**, an initiative that will seek to ensure that the mission, vision and core values of the School District of Clayton are aligned with the current and future expectations of our community. CLAYTON**360** will allow the entire School District of Clayton community to have thoughtful conversation about who we are (mission), what we want to be (vision) and what are the fundamental ideals we embrace as we do our work (core values). This work represents phase one of a two-year Long Range Planning Process. Phase two (slated for the 2012-2013 school year) will identify long-range District and Board goals within the context of our refined mission/vision/core values and a strategic plan for achieving those goals.

To date, CLAYTON**360** has:

- Conducted a series of one-on-one interviews with people from across the community
- Completed 18 focus groups with parents, staff members, community leaders, citizens who do not currently have children in the district and students from Clayton High School
- Completed a statistically-reliable telephone survey of 400 randomly selected residents from within the District

The team of community members, parents, staff, administrators and students leading the CLAYTON**360** process is in the final stages of developing an online survey targeted specifically at current parents and staff members. The upcoming Community Meetings are another opportunity for members of the Clayton community to come together and share their thoughts. The intent of all of this community outreach is to make certain, through this process, that everyone in the Clayton community who wants to share his or her thoughts has an opportunity to be heard.

## **Community Meeting Schedule**

Attend one of these three meetings to tell us what you think and to hear what your neighbors have to say about the School District of Clayton's Mission, Vision and Core Values

**April 21, 2012**  
9:30 – 11:30 a.m.  
CHS Commons

**April 23, 2012**  
9 – 11 a.m.  
Center of Clayton

**April 24, 2012**  
7 – 9 p.m.  
CHS Commons



### **So ... what have we heard so far?**

Here is a summary of the ideas that have been the most frequently mentioned in the research that has been conducted to date. (Individual, high-level summaries of the focus groups and surveys that generated these ideas are also attached.) You may agree with all, some or none of these thoughts. Regardless, the CLAYTON**360** committee is looking forward to hearing from you during these Community Meetings.

### **Mission Statement**

*Our mission statement defines why we are here. It is a present-oriented statement of what we do.*

- Working together to address the individual needs of each student academically, socially and emotionally
- Academic excellence
- Setting high academic expectations for students
- Students will graduate with the ability to solve global problems.
- Respect for diversity
- High-performing teachers
- Developing critical thinking skills in all students

### **Vision Statement**

*Our vision defines what we want to become. It is a future-oriented statement that District initiatives address.*

- We will recognize the unique capabilities and needs of each child, and prepare them to be successful adults.
- We will create leaders in a global society.
- We will be a highly rated (or nationally recognized) school district.
- We will be cutting-edge, in terms of academics.
- We will create life-long learners.
- We will produce students that will achieve their highest academic potential, post high school graduation.
- We will actively engage community members in the work and mission of the District.
- We will create innovative educational strategies.

### **Core Values**

*The principles that guide our internal conduct as well our relationship with the external world. Core values are usually summarized in the mission statement and provide guidance for implementing mission/vision.*

- Teacher excellence
- Academic excellence
- Integrity
- Fiscally responsible
- Academic diversity
- Innovation/open to growth
- Community
- Forward thinking

**School District of Clayton  
2012 Patron Telephone Survey  
Topline Report • Mission, Vision, Core Values Questions  
April 16, 2012**

## **Mission Statement Ideas**

Seven ideas on the subject of “Mission” (each of which had been mentioned frequently by participants in the one-on-one interviews and focus groups) were presented to the telephone survey respondents, who were asked to rank order the top three. A three-point weighted scale was applied to determine the relative importance of each factor, according to the telephone survey respondents. The results were as follows:

### Top tier (in order, by points earned)

- Setting high academic expectations for students
- Developing critical thinking skills in all students
- Meeting the individual needs of each student

### Second tier (in order, by points earned)

- Empowering students’ academic achievement
- Developing students of solid character
- Preparing students to make a meaningful contribution to the world
- Partnering with families and the community

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## **Vision Statement Ideas**

Six ideas on the subject of “Vision” (each of which had been mentioned frequently by participants in the one-on-one interviews and focus groups) were presented to the telephone survey respondents, who were asked to rank order the top three. A three-point weighted scale was applied to determine the relative importance of each factor, according to the telephone survey respondents. The results were as follows:

### Top tier (in order, by points earned)

- To ensure that all students have opportunities for academic success
- To have all students achieve their highest academic potential, post high school graduation

### Second tier (in order, by points earned)

- To actively engage community members in the work and mission of the school district
- To become a nationally recognized school district
- To create innovative educational strategies

### Third tier (in order, by points earned)

- To provide a real-world experience for all students



### **Core Values Ideas**

Eight ideas on the subject of “Core Values” (each of which had been mentioned frequently by participants in the one-on-one interviews and focus groups) were presented to the telephone survey respondents, who were asked to rank order the top three. A three-point weighted scale was applied to determine the relative importance of each factor, according to the telephone survey respondents. The results were as follows:

#### Top tier (in order, by points earned)

- Teacher excellence
- Academic excellence
- Integrity

#### Second tier (in order, by points earned)

- Fiscally responsible
- Academic diversity

#### Third tier (in order, by points earned)

- Forward thinking
  - Transparency
  - Cultural diversity
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### **Survey Demographics**

- 400 randomly selected, heads of household
- Margin of Error of +/-5% at the 95% confidence level
- Gender - 56% female/44% male
- Approx. 40% with children or grandchildren age 18 or under
- Approx. 30% with children/grandchildren attending a School District of Clayton school.
- Age, education and race/ethnicity consistent with previous surveys
- Surveys were divided equally between elementary attendance areas



**Focus Groups - Preliminary Report**

**April 2, 2012**

**15 total groups (to date)**

**Responses listed in order, based on frequency mentioned**

**Most frequently mentioned “challenges” facing students today**

1. Navigating the information age/social media/technology
2. Pressure of expectations re: higher education
3. Faster pace/busy
4. Economic pressure
5. Limited parental support/involvement

**Most frequently mentioned “opportunities” for students today**

1. Technology
2. Availability of information
3. Availability of educational resources
4. Exposure to a global society
5. Multiple opportunities (courses and extracurricular activities)
6. Teachers who are more skilled at teaching to individual student needs

**Who is responsible for helping students take advantage of/maximize their opportunities? (avg of all scores)**

- Family – 51%
- School – 35%
- Community – 14%

**Most frequently mentioned themes from the “Describe the School District of Clayton in one sentence” exercise**

1. Excellent district, academically (though the gap between it and peer districts has narrowed)
2. Small class sizes
3. Lots of individual attention
4. Lots of resources in the District and in the community

**Most frequently mentioned “strengths” of the District**

1. High quality instruction/teachers
2. District cares about each student
3. Strong curriculum/academics
4. Lots of opportunities for students



**Most frequently mentioned “areas needing improvement” in the District**

1. Understanding and addressing the strengths/challenges/different learning abilities of each child
2. Communication with parents/community
3. How resources are allocated within the District
4. District is not as forward-thinking/has become more cautious and less visionary

**Most frequently mentioned ideas from the “mission statement” discussion**

1. Working together to address the individual needs of each student academically, socially and emotionally
2. Academic excellence
3. Students will graduate with the ability to solve global problems
4. Respect for diversity
5. High-performing teachers

**Most frequently mentioned ideas from the “vision statement” discussion**

1. We will recognize the unique capabilities and needs of each child, and prepare them to be successful adults.
2. We will create leaders in a global society.
3. We will be a highly rated school district.
4. We will be cutting-edge in terms of academics.
5. We will create life-long learners.



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