

# Prather Consulting

---

August 7, 2018

## MEMORANDUM

FROM: Dr. Hugh Prather, Strategic Planning Consultant to the Bloomfield Schools

TO: Bloomfield Schools Parents and Community

SUBJECT: YOUR HELP WITH THE BLOOMFIELD SCHOOLS STRATEGIC PLANNING PROJECT

Your help as parents and community members is needed in the strategic planning process the Bloomfield Schools is undertaking. There are two important things we need your help with: validating the Bloomfield Schools' vision and mission and sharing your perspectives on the environment in which the district is operating. Parents' and community perspectives are a vital component of this process.

A district's vision statement is a statement of aspiration—what the district aspires to be in the future and what the district seeks to achieve. A good vision statement projects a compelling future and the dreams and hopes of the district. A vision statement is usually not more than a paragraph, but if well done is a powerful and inspiring paragraph.

Below are vision statements from two other New Mexico Districts:

*The Las Cruces Public Schools exemplifies a world-class educational system where all students are prepared to succeed in a diverse and increasingly complex global society and affirms that a high-quality education is the fundamental right of every child.*

*Santa Fe Public Schools--Our Vision:*

- *Provide and create a system devoted to equity, diversity and social justice;*
- *Each and every student will have multiple learning opportunities;*
- *Learning will occur in a safe, caring and respectful environment;*
- *Every student is prepared to take advantage of lifelong learning opportunities.*

The district's mission statement is a succinct yet clearly expressed statement of an organization's purpose--its reason for being. A good mission statement addresses three critical areas for an organization's success:

- 1) why the organization exists,
- 2) who the organization serves, and
- 3) what specific service the organization provides.

Below are two mission statements from other districts in New Mexico:

*The Las Cruces Public Schools, in partnership with students, families, and the community, provide a student-centered learning environment that cultivates character, fosters academic excellence, and embraces diversity.*

## Prather Consulting

---

*Farmington Public Schools, together with our community, will engage every student in a quality learning experience, empowering each student to become a thoughtful, contributing citizen in a changing world*

We are also asking parents and community members as part of the strategic planning process for some additional perspectives--a scan of the environment in which the district is currently operating. Please look at the chart below.

| <b>Bloomfield Schools Strengths</b>  | <b>Bloomfield Schools Opportunities</b>  |
|--|--|
| The strengths of a school district are usually those things which are contributing to the district's success or those things within the district which are working extremely well. Strengths may include people, processes, attitudes, or anything else which is making a positive contribution to the district. | Opportunities are considered those things outside the school district that may be used to the district's advantage; these may include new partnerships, alliances, or sources of support outside of the district. One example typically cited for schools is the opportunity to obtain grant funding to accomplish specific projects to support the mission. |
| <b>Bloomfield Schools Weaknesses</b>   | <b>Bloomfield Schools Threats</b>  |
| The weaknesses of a school district are usually those things which detract from the district accomplishing its mission or are blocking in some way the success of the district. Weaknesses, also, may include people, processes, attitudes, or some other thing.   | Threats for the purposes of an environmental scan are considered those things outside the district but which may keep the district from being successful, cause the district to go off track, or actually cause the district to cease to exist. One example typically cited for schools is the threat of continued decreases in funding.                     |

Please take a few minutes and click on the following link:

[https://www.surveymonkey.com/r/Bloomfield\\_Community\\_SWOT-2018](https://www.surveymonkey.com/r/Bloomfield_Community_SWOT-2018)

and take the ten-question survey which will help us validate our vision and mission and help us take a close look at our environment. The survey is completely anonymous, and your honest perspectives are very important to us.

Please complete the survey by **Friday, August 24, 2018** so your perspectives can be included in the results.

Thank you!