

## CDS Mission Review Process Notes from Oct 2018 Board Meeting

**Why** CDS needs to revisit/update its mission/vision/values:

- Too long
- Feels dated: program has grown/evolved & mission should reflect that
- Should be “sticky” & highlight differentiators; make more useful for marketing the school
- Should be a greater guide to our work than it currently is
- Opportunity to confirm/align current assumptions about who we are & what we value
- CAIS recommendation (with supporting text/reasoning from self-study)
- Millennials base purchasing decisions on an organization’s mission/purpose

**Who** should be involved & **how** should we solicit input:

Who:

- Whole community: students, teachers, admin, families, alum, alum families, local community members (e.g. Aim High)

How:

- Use head search process as model; find 3rd party consultant to lead/facilitate
- Surveys, digital suggestion box, assembly, announcements from HoS/BoT
- Opportunity for community bldg; make use of inspirational spaces to solicit input (i-lab, art room, farm & garden, etc)

**Board structures** needed to conduct this work:

- Create task force similar to head search committee (inclusive of community)
- Make use of 3rd party consultant -- not just BoT

How to **communicate** this work to the CDS community:

- Explain *why* this work is being done: ensuring that the words of our mission match who we are and who we aspire to be
- Make the process transparent (akin to head search process)