Sitka Strategic Planning Summary
Submitted by
Dr. Sonny Magana

The Sitka School District Strategic Planning process continued on from prior work with a stakeholder meeting on January 14th, 2017. I was honored to facilitate the process for this meeting with such esteemed and passionate representatives from the Sitka community. The overall objective of the meeting was to collaboratively construct an actionable, student-centric, memorable, and deeply resonant Mission Statement for the Sitka School District. The mission statement crafted by the stakeholders would become the basis for a District branding effort.

The stakeholders in attendance first developed the group promises and commitments that would inform their collaborative process. Working in table groups, participants were asked to develop the three most important characteristics of effective group participation. The qualitative results of this survey are shown in Figure 1.0.

![Figure 1.0](image)

The characteristics that appeared with greatest frequency are represented in the largest font. As can be clearly seen, the three most important conditions for the groups interactions were: a) Communication, b) Tolerance, and c) Inclusiveness. This was a strong foundation upon which to build a contributive, resonant mission statement.
After overviews on the impact highlighting the affirming impact of mission statements and the nature of branding a school district, participating stakeholders collaborated on refining a single mission statement. Encouraged to engage in a "walk and talk" to gather inspiration from the natural beauty of Sitka, participants took advantage of the afternoon's rain break to stroll about the Sitka High School campus. Group processes reflected the core promises and commitments articulated by the stakeholders.

Each table group then used an online workspace to craft their mission statement, the iterations of which are shown in Figure 2.0. Numerous outstanding mission statements were developed over the course of the afternoon with much cross-pollination between and amongst the groups.

![Sitka School District Mission Statement Development Wall](image)

**Figure 2.0**

At the end of the session, the group voted and reached consensus on a single mission statement that was actionable, student-centric, memorable, and resonated on a cellular level:

**Sitka Schools:**
Discovering potential, nurturing growth, and inspiring lifelong curiosity.

This powerful mission statement will form the basis of the district branding process, which will continue through May, 2017.