

Scarborough Public Schools

Improvement Strategy and Brand Language

SPS Mission Statement:

The fundamental purpose of the Scarborough Public Schools is to provide a safe and inclusive learning environment where each and every student is empowered to be a resilient, lifelong learner who is prepared to engage as a contributing member of society.

SPS Long-Range Vision for Continuous Improvement:

Scarborough Public Schools will be a high quality, forward-looking public school district known for its whole child approach that, together with dynamic academic programs, enriching co-curricular experiences and a vibrant learning community that challenges students, excites their imagination and instills excellence in thought and action while preparing them for highly engaged and fulfilling lives.

- **Strategic Theme 1: Effective Teaching and Learning**
- **Strategic Theme 2: Safe and Inclusive Schools**
- **Strategic Theme 3: Global Citizenship**
- **Strategic Theme 4: Community Engagement**

SPS Core Value Statement:

We believe that decisions in planning, instruction and continuous improvement of our schools must be made with students' individual needs and interests as our primary consideration.

SPS Brand Language

SPS Inspiration words

- Engaged
- Passionate
- Compassionate
- Equitable
- Inclusive
- Collaborative

SPS “Voice”

Our communications employ a positive, professional tone of voice. We aim to be clear and accessible to all of our audiences—school employees, students, parents, and the community. Even when discussing nuanced ideas and evidence-based pedagogy, our voice is largely free of “jargon.” The style is warm and welcoming, and we frame situations in a positive, growth-oriented perspective. Our voice inspires confidence in the Scarborough Public Schools, assuring the audience that our students are our highest priority.