

Westminster Public Schools Messaging Framework

Our schools and our district reflect caring communities where every child is known as a unique individual and where teachers and staff are supported in their work to help all children realize their innate potential.

- Students, parents and staff are cared for and valued as members of a family. Direct access to school and district leaders enables families and staff to advocate for their students.
- Our schools are the heart of our community and are committed to meeting the community's needs.
- Generations of families are proud to be part of our school communities.

Soundbite: "We know our students, parents and staff and care for them like family."

We build upon each child's strengths and support their learning challenges through highly personalized teaching and learning that enables all students to achieve mastery.

- From the first day of school through graduation, our competency based system shows us what each child knows and can do in ways that are far more meaningful than standardized tests.
- Students learn at their own pace, with the freedom to progress quickly in strength areas and help from teachers in areas of challenge.
- Our graduates have the opportunity to master the knowledge and skills they need to pursue the college or career of their choosing.

Soundbite: "We know what every child can do and how to help them grow."

All children and families are welcome in our schools. We believe that all students are capable of meeting high expectations and that their diversity is an asset to them and to our community.

- Our children possess a diversity of knowledge, experiences and perspectives that enriches our school communities and helps prepare all students for 21st-century college and career environments.
- All children can be successful with the right support, and we are committed to serving students of all backgrounds and abilities.

Soundbite: "We believe every child can be successful."

We strive to offer a high-quality education by investing in committed and talented teachers and staff, meeting the needs of a diverse student population, prioritizing funding for the classroom and pursuing innovation that accelerates improvement in student growth and success.

- The best and brightest teachers and staff dedicate themselves to our students' growth, and we reward their commitment with competitive compensation, respect and empowerment.
- As local and state funding has diminished, we do more with less and invest in our classrooms.
- We do not wait for others to devise solutions to the challenges we face. We courageously pursue innovative strategies, such as our competency based system, that have the potential to dramatically increase our students' growth and achievement.
- As a result, our school performance continues to improve year after year.

Soundbite: "Our school quality continues to improve because we make quality investments in our teachers and our classrooms."