



# The Story of Compass Charter Schools





# Who is Compass Charter Schools?

## How do we let people know?



Share out everyone's thoughts. Discuss. This is who we are but how do we let people know?



## **How do we communicate who we are?**

- Acting out and sharing our Core Values
- Acting out and sharing our Mission Statement
- Working toward our Vision Statement
- Knowing, sharing and using our Brand Consistently
- Knowing and sharing our story to the public & media



## How do we communicate who we are?

- Acting out and sharing our Core Values
- 
- 
- 
- 

So let's talk about our Core Values. These are what matters to Compass. Who knows them?



# OUR CORE VALUES

## What is important to us as a team?

Achievement  
Respect  
Teamwork  
Integrity  
Communication  
(ARTIC)



Do we know our Core Values? Do you share this out in what you do and say?  
We are a work in progress but we can work toward aspiring to be great at each of these values in what we do and say here at Compass. Also, if you see it exemplified, point it out. Give a Shout Out. A good mnemonic device is ARTIC.



## How do we communicate who we are?

- Acting out and sharing our Core Values
- Acting out and sharing our Mission Statement
- 
- 
- 

What about this? Who knows what a Mission Statement really means?



# MISSION STATEMENT

“What are we doing now?”

Our mission is to inspire and develop innovative, creative, self-directed learners, one scholar at a time.



Basically,, it's what Compass is doing NOW. Is this ingrained in your heads? I know those who were at all our presentations to our authorizers last year probably have this ingrained in their heads because it was repeated so often. But that's a good thing. Are we focused on this? Do we think of this when we make decisions about our school? When we talk to parents? When we talk to the scholars? When we plan our goals? Do we share it out when we communicate with others?



## How do we communicate who we are?

- Acting out and sharing our Core Values
- Acting out and sharing our Mission Statement
- Working toward our Vision Statement
- 
- 

What is the difference between the Mission Statement and the Vision Statement?





## VISION STATEMENT

**“Where do we want to be in the future?”**

Our vision is to create a collaborative virtual learning community, inspiring scholars to appreciate the ways in which arts and sciences nurture a curiosity for life-long learning, and prepare scholars to take responsibility for their future success.



A vision statement is written as where a company or group wants to be in 5-10 years.. Are we aiming for this?



## How do we communicate who we are?

- Acting out and sharing our Core Values
- Acting out and sharing our Mission Statement
- Working toward our Vision Statement
- Knowing, sharing and using our Brand Consistently
- 

So we know our Core Values, our Mission Statement and our Vision Statement. And we are working on acting and sharing those out. What about our brand?



# BRAND

What does this really mean?



What is a brand?



# BRAND

- It's what people think of when they hear your name.
- It's everything the public thinks it knows about our name - both in concept & fact, as well as emotionally.
- Your brand name exists objectively; people can see it. It's fixed.
- But your brand also mainly exists in people's minds.



# BRAND

I asked people who were familiar with the name, and others who were not, about what they thought when I shared our logo. Here's what they said.

**People Familiar with us:** Open Communication, Caring and Dedicated, Scholar focused

**People NOT familiar with us:** Fun, Engaging, New, Orange, School, Moving ahead with the compass



So are we all these things? Is this what we want people to think when they see our logo or hear our name? What ELSE do we want them to think about? What else do we want them to FEEL?



# BRAND

**The closer we can tie the conceptual brand with  
the emotion, the tighter our brand becomes.**

**How can we do this?**



We want to make this tight! We want to tie that conceptual with the emotional



# BRAND

For all things that go out to the public (potential families as well as current families should:

- Use logos and design elements correctly and **consistently**.
- Use consistent design elements across **all** channels externally and internally.
- Keep your brand's tone and personality consistent across channels.



Check in with Communications when you have something to send out to current and potential families.

Create it and have Communications view it or ... better yet, if you need help, provide all the content and ask Communications to create it or to help point you in the right direction.



## **How do we communicate who we are?**

- Acting out and sharing our Core Values
- Acting out and sharing our Mission Statement
- Working toward our Vision Statement
- Knowing, sharing and using our Brand Consistently
- Knowing and sharing our story to the public & media





## Why do we need a story?

- It is our “go to” when someone asks us about our school. (public, media, a friend, etc)
- It’s a consistent story for us all to know and share.
- It is what we want to public to KNOW & FEEL about us.
- We want to shape the public’s knowledge & feeling about us rather than just letting it all to chance.



So we know our Core Values, our Mission Statement and our Vision Statement. And we are working on acting and sharing those out. What about our brand?

OUR STORY WILL:

- evolve over time.
- More stories will develop from this story.
- Stories from families will develop from this story



**“Tell me the facts and I’ll learn. Tell me the truth and I’ll believe. But tell me a story and it will live in my heart forever.”**

**An old Native American proverb**



## Our Story:

- evolve over time.
- stories will develop from our story.
- stories from families will develop from this story.



More stories will branch out from our story. I'm sure you've already heard a few.



## STORY OF COMPASS CHARTER SCHOOLS

In 2012, Compass Charter Schools (CCS) began with a small team of devoted educators in southern California looking for a family-centered alternative to the traditional brick and mortar school. From that, our innovative online program was born. While CCS has evolved over the years, the desire to provide excellent educational options has remained strong both our online and homeschool programs.



So, this is our story ... written with the input of stories you've shared throughout the months and with input from online teachers, EFs and classified staff.



## STORY OF COMPASS CHARTER SCHOOLS

Over the past five years, we have educated the highly gifted, the bullied, the academically-challenged, the chronically ill, the athlete, the actor and many other scholars who sought a personalized educational experience outside traditional classroom walls.





## STORY OF COMPASS CHARTER SCHOOLS

Today we work diligently to grow our learning community with families, scholars and staff who stay true to our core values of achievement, communication, integrity, respect and teamwork. We believe in running a school built on integrity and ethical decision-making.





## STORY OF COMPASS CHARTER SCHOOLS

We nurture those who have been wounded in some way by the traditional school setting, those not able to find flexible academic programs to fit their needs, and those in need of guidance as they tread on unfamiliar ground as homeschoolers. CCS truly cares about our scholars and is not only dedicated to their academic success but to their social and emotional development.





# STORY OF COMPASS CHARTER SCHOOLS

Whatever the reason behind our scholars' enrollment in Compass Charter Schools, we provide an environment where our scholars can feel safe and inspired to develop into confident, innovative, creative, self-directed scholars.







## STORY OF COMPASS CHARTER SCHOOLS

Our scholars find success here at Compass Charter Schools because they have the support of a dedicated staff and their loving families. It is a privilege that each and every day we get to help our scholars charter their educational future. We are loud and proud about making a difference in the lives of our scholars!



That's our story. It will evolve. More stories will be shared from this story.



## **Let's communicate who we are by:**

- Acting out and sharing our Core Values
- Acting out and sharing our Mission Statement
- Working toward our Vision Statement
- Knowing, sharing and using our Brand Consistently
- Knowing and sharing our story to the public & media



**So let's be Loud and Proud about  
Compass Charter Schools.**





**Thank you!**

