



SCHOOL DISTRICT OF ASHLAND
— EXCELLENCE IN EDUCATION —

ERIK T. OLSON, Superintendent
BONNIE L. STEGMANN, Business Manager

KATIE R. MATTHIAS, Director of Student Learning
DANIELLE E. MIKULA, Director of Student Services

March 3, 2021

Dear Community / Business Member:

During the last 12 months the District learned it needed to serve students, parents and our community in ways we had never imagined. While we can take great pride in our progress it is important that we remain focused on our long-term goals and continue raising our expectations for what our students and our district can do.

We must be clear about what our organization is (our mission), where it is going (our vision), and what it stands for (our values). Only by knowing those three things can an organization move forward, especially during these difficult times.

While the School District of Ashland has operated under a mission and values in the past, it is time for us to update them as we work to achieve our goals. In addition, our work must include the creation of a collective district vision.

Over the next few months, the District will lead discussions with our stakeholders concerning our mission, vision, and values. And we need your help.

We are seeking volunteers representing staff, parents, students, and other community members who will be part of a series of focus groups to assist in the creation of a vision and revised mission and values for the district. The conversations will be frank in nature, but they will be critical to our future success. Many of our virtual focus groups will take place in late March.

Would you be interested in taking part in this important work? If so, please complete our [Vision, Mission, and Values Input Session Sign-Up form](#) by Sunday, March 7th.

Thank you for your consideration and, as always, for your support of the School District of Ashland.

Sincerely,

Erik T. Olson
Superintendent