

***“True education does not ignore the value of scientific knowledge or literary acquirements; but above information it values power; above power, goodness; above intellectual acquirements, character. The world does not so much need men of great intellect as of noble character. It needs men in whom ability is controlled by steadfast principle.”***

Ellen White  
*Education*

By "choose" I mean--work mutually with your teachers and staff to decide which values are most important to your school.

By "core values" I mean--those character traits you are going to educate about, encourage and inculcate in your staff, teachers and students. Please note, this is not just an exercise in what to teach to students, but actually a commitment to these values in all facets of your school.

### **Brainstorm a list of possible core values**

Your staff and teachers have great insight into what is important in your community. Besides, they are much more likely to be enthusiastic and commit to an intentional plan for modeling and teaching core values if they are involved in choosing and defining those values.

### **Choose no more than three or four**

With more than four core values it will be hard for everyone to remember all of them, and therefore they cease to be "core." Once again, this should be your team's effort.

### **Choose these values for the long term**

Core values are not something that should change each year. If they change annually then they aren't actually "core."

Of course, you will want to change the specifics of how you are educating about them, but the values themselves should be consistent in the same way that your mission is consistent.

I believe your core values will be strongest if they come from you and your team. That said...

## You have permission to use LLA's

Clayton Koh and Linda Tambunan Nystrom of the elementary school at Loma Linda Academy have graciously given us permission to use their materials. Here is a graphic showing the core values and definitions they have chosen and developed.



### **Delegating:**

There is no delegating this week.

### **Credits:**

Thank you to Clayton Koh and Linda Tambunan Nystrom of Loma Linda Academy's elementary school for your willingness to share your great ideas and hard work.

**Binder tab:** June

**School size:** All

### **Marketing process step:**

- 1) Who are we?
- 2) What do families want?
- 3) What needs to change?
- 4) How do we tell our community?
- 5) How do we track results?