



### Customer Service

- Have a “can do” attitude
- Connect, follow through, follow up
- Be polite, respectful, kind, welcoming
- Walk in their shoes
- Embrace diversity
- Take ownership

We collaborate!

We have a positive attitude.  
We consider *Yes* before *No* and *We* before *Me*.

We consider others’ perspectives.  
We seek to understand.

We listen.  
We validate.  
We empathize.  
We problem solve.  
We seek resolutions.

Failure is not an option.

We build relationships.  
We address individuals by name and greet them professionally.

### Professional Behavior

- Bring your personal best
- Make student-centered decisions
- Cultivate relationships
- Be visible and approachable
- Persevere: Focus and refocus
- Commit to a culture of growth

We use data to inform and guide decisions.  
We consider the impact on all students and stakeholders.

We express gratitude and take time to say *Thank You!*

We embrace a growth mindset.  
We focus on student learning and success.  
We inspire young minds.

We engage with respect.  
All relationships matter.  
We invest the time.

### Communication

- Speak with one voice
- Listen to understand
- Be positive, prompt, and purposeful
- Words matter. Tone reveals. Actions Demonstrate.
- Every person; every time

We choose words carefully.  
Tone, body language and facial expressions send powerful messages.

We smile!

One team; one voice.  
We provide a consistent message that aligns with the strategic plan.

We are welcoming.

We concentrate on what is being said.  
We take time to listen.  
We make eye contact and use signs of affirmation.

We are present.





## At Rochester Community Schools, we believe:

- It is vital to instill a sense of pride and excellence for all.
- All students can learn at high levels.
- It is our role to make a profound impact on students' lives.
- A positive mindset that embraces diversity creates a strong culture and climate.
- Accountability, communication, transparency, and trust throughout the system are vital components of a healthy organization.
- All members of the school community will experience an environment where they are safe, valued, and respected.
- Family, school, business, and community partnerships are integral for student success.
- All stakeholders are responsible for high achievement and continuous improvement.

## OUR BELIEFS IN ACTION

In 2013, Rochester Community Schools Superintendent, Dr. Robert Shaner, initiated a new strategic planning process called, *Pride in Excellence: Strategic Planning 2020*.

The strategic plan guides our efforts to ensure students residing within the greater Rochester area are provided with a quality, world-class education. Included in the strategic plan is a set of beliefs which represent our core values and philosophies.

In 2016, the leadership team representing all schools and departments across the district expanded upon the strategic plan by further defining what it means to put our beliefs into action. Their work is represented in this document.



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**ROCHESTER**  
COMMUNITY SCHOOLS

PRIDE IN EXCELLENCE



We put our  
Beliefs into Action!