

Following the adoption of a new strategic plan, our team collaborated to create the brand imagery featured above. The icon's design reflects the core priorities of the plan, while the success shadows in the student photos symbolize growth and achievement. These elements are integrated into all district communications, including the website, newsletters, social media posts, presentations, and printed materials, ensuring consistent brand messaging. Initial feedback from staff and families has been positive, with increased recognition of the district's strategic priorities. Over 1,000 visitors have stopped by our strategic plan landing page to take a look. View the full presentation: bit.ly/WSDstrategicplan