

The Waterloo Schools Strategic Plan one-pager was designed as a visually compelling and easily digestible summary of the district's strategic vision, mission, goals, and values. This document serves as a key communication tool, ensuring that all stakeholders—including staff, families, students, and community members—can quickly understand and engage with the district's priorities. By maintaining consistent branding with district-approved colors and fonts, the one-pager reinforces organizational identity while providing a clear, structured overview of the strategic plan. To achieve maximum impact, we focused on distilling complex information into an intuitive, easy-to-navigate format. Key elements were strategically highlighted through bold, large headers, ensuring readability and accessibility at a glance. A circular graphic was incorporated to illustrate the interconnected nature of our goals, with embedded images representing each strategic priority. Additionally, the One Waterloo, Infinite Possibilities logo was prominently placed to reinforce the district's overarching vision. The development of this one-pager was a highly collaborative effort, integrating feedback from the communications department, district leadership, and the superintendent. This cross-functional approach ensured that the final product effectively met the needs of both internal and external audiences. Since its release, the strategic plan one-pager has been widely distributed across all schools, shared with employees, and incorporated into the district's comprehensive Strategic Plan guide. Due to its strong reception, plans are underway to develop customized versions for individual schools, allowing them to align their unique goals with the broader district strategy. This tailored approach will further enhance engagement, ensuring that each school community sees its role in advancing Waterloo Schools' mission.