



Gene Burton, Ed.D.  
Superintendent

Dear Friends,

This is a very exciting time in our district. Currently, we are operating on parallel tracks as we accomplish two major objectives. On the first track, the district is beginning the process of reflecting on the current Strategic Plan. We will review the destination determined in the 2001-2010 Plan and analyze our success in reaching our goals and objectives. On the second track, rather than re-creating a traditional Plan, we will develop a 5-year Strategic Thinking and Planning model titled *New Visioning*, which will allow all participants to imagine, design, and create the future for our district.

Rockwall ISDs 2009-2010 process for accomplishing these objectives includes creating a community partnership to help facilitate the process. According to Cambridge Strategic Services, "Strategic planning is not an end within itself. It is to be judged only by the results it produces, therefore it cannot be so rigid that it must be served, instead of serving the purpose."

Our partnerships with community members, business owners, parents, and students are imperative in helping identify what the district wants, the strategies to attain those goals, action plans for getting there, and timelines to accomplish the objectives. The focus will be on determining where the district has been, where it is today, and where it needs to be in the future.

To begin our Strategic Thinking/Planning process, we are asking you to join us in the process of imagining, designing, and creating the great schools of our future. The following events are open to the public and are free of charge. Please mark your calendar and plan to join us for two important events:

**1. "Preparing Rockwall ISD Students to Create Their Own Future"**

**Cathy Bryce, Cambridge Strategic Services**

**Rockwall High School Theater: 12:00 p.m.**

**Thursday, January 28, 2010**

*(Two sessions are available. Please plan to attend one of the presentations.)*

**Rockwall High School Cafetorium: 7:00 p.m.**

**2. "Windows on the Future: Thinking about Tomorrow Today"**

**Ian Jukes, Futurist**

**Rockwall-Heath High School**

**Performing Arts Center**

**Thursday, February 11, 2010**

**7:00 p.m.**

ADMINISTRATION / EDUCATION CENTER

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*Superintendent*

Our commitment is to maintain our basic beliefs while we continue to explore areas of growth. This is our opportunity to expand, but there are some things that we will never abandon. Even as we design a new future, we will continue to create and nurture an environment of kindness and compassion. We will continue to focus on designing work for students—work that is truly engaging and worthwhile. We will look at innovative teaching strategies as we re-design the delivery of secondary instruction. We will continue the integration of technology into the classroom and we will continue to invest in professional learning opportunities for all of our staff members.

In addition to these two important presentations on January 28 and February 11, I hope you will welcome updates on a district blog that can be accessed through our website at [www.rockwallisd.com](http://www.rockwallisd.com). These communiqués will provide some important reference information that will entice our abilities to begin imagining, designing, and creating our 21<sup>st</sup> century schools.

As we continue to imagine, design and create our world-class schools, I hope to see you all at the presentations in January and February, and I hope you will have the time to review the information that we will be sharing with you.

Sincerely,

A handwritten signature in black ink that reads "Gene Burton".

Gene Burton, Ed.D.  
Superintendent of Schools