

From: Director, San Diego Unified School District Government Relations
To: San Diego Unified School District Legislative Working Group

Subj: Director of Government Relations philosophy

Our duty within the District is an important one. The San Diego Unified District is sure to face tough challenges ahead, as we continue to encounter fiscally constrained budgets, and will require our district to give our all in the accomplishment of our mission. Although the Legislative Working Group and the Government Relations department are small in numbers, we will make a significant contribution in fostering the reputation of district leadership and seeing to its objectives. Because we are small in number, every member of our government relations team is critical to its success. The below items should guide the manner in which we attack our duties and forge a stronger bench.

1. **Children First.** Never forget that we are “educators” first and foremost, and it is our duty to represent our students. Always maintain the high standards, commitment, and professionalism that our families have come to expect of us, while striving to build on this reputation.
2. **Lead by Example.** As leaders in education, we will set the example in all that we do. Those around you will continue to watch your every action and listen to your every word. Ensure that we are sending the right message. You will also have ample opportunity to “lead up” by influencing your colleagues and shaping the thinking of your seniors. Trust your abilities and constantly seek to lead in new ways.
3. **Balanced Excellence.** The corollary to leading by example is excelling in all areas: work ethic, timeliness, etc. We cannot be good in some areas and weak in others—excel in all.
4. **Seek Self-Improvement.** We all have our own strengths and weaknesses. Work to turn your weaknesses into strengths, while using your strengths to assist others. More capable individuals make more capable teams and working groups.
5. **Play by the Rules, but Innovate.** In order to improve, one must be willing to seek new ways of doing business. Don’t be quick to take “no” for an answer. Be innovative and explore new methods, while always adhering to existing policies and being respectful of existing practices. We will never do anything illegal, immoral, or unethical.
6. **Initiative.** Look forward, anticipate needs of our district leadership, and take action. Be problem solvers.
7. **Open Communications.** Information is our primary weapon on this working group. Cross organizational communications are essential in working toward common goals. Always ask yourself what you know, who needs to know, and who you have told.
8. **Mission Accomplishment.** SDUSD is known for always getting the job done and providing a quality education. Be relevant and be a resource! Aggressively pursue our District’s mission and deliver accurate, timely, and complete results. Doing so will build trust and confidence and open doors for the district.

9. **Expand the SDUSD Team.** We will achieve greater success by leveraging the abilities of others. Build relationships that encourage other organizations to join us in meeting SDUSD's needs, while fostering their success. Be humble and quick to highlight other's contributions.

10. **Continue the Legacy.** Our District is the second largest district in the State and has a rich and history both in San Diego and the Capitol in Sacramento. However, this position is tenuous. We will undoubtedly face tough times as the district once again fights ongoing budget and resource battles. Our children are relying on us to do our part. Never forget that we are on the front lines and will either reap the benefits, or suffer the consequences of our actions. We owe it to our children to give it our all.

I am extremely proud to be a part of this team and look forward to growing together.