



Suncoast Campaign for Grade-Level Reading

Core Values

I Integrity - We affirm the imperative for high ethical and moral standards in fulfilling our mission. We understand that our success is directly related to maintaining these standards in our interactions with the community and each other.

C Community - We believe everything is interconnected. We believe in the value of creating a multi-sector collaborative including business, government, nonprofits, media, and most importantly, people, in order to create sustainable change. We strive to create an environment of involvement, respect, and connection—where the richness of ideas, backgrounds, and perspectives are harnessed to create lasting value.

A Ardent - We create a culture of fun, excitement, and hope. We celebrate success in genuine ways and champion a shared vision for the future.

N Nimble - We are willing to adopt strategies or courses of action to achieve better results even when they depart from previous ways of operating. We are committed to continuously evaluating and adjusting in order to achieve maximum effectiveness.

R Results-Oriented - We are committed to achieving high-quality outcomes and rely on quantitative methods and tools to guide us in setting and reaching our goals. Our collaboration is based upon a continuous cycle of measuring, learning, adapting, and improving results.

E Enduring - We strive to partner with a purpose in order to focus on building lasting relationships to ensure sustainability of our outcomes long past the life of the collaboration.

A Authentic - We insist upon giving our best effort and strive to be respectful and forthright as well as fair and compassionate. We seek first to understand, then to be understood while embracing proven practices. Deeply listening will allow for effective collaboration and co-ownership. We strive never to arrive with the answer.

D Diligent - We are dedicated to being actively engaged, putting forth a constant effort to accomplish impact beyond action.

I CAN READ