



*Superintendent's Corner – Oct. 19, 2007*

One part of the marketing work I recently wrote about in this corner is our plan to be more consistent in how we refer to our district. Our official name is “Boulder Valley School District” and we will be putting our name on all of our print and electronic materials over the next year, as well as on our school buildings.

As big as we are, I think it is important that we always remember we are part of a single organization. While each of our schools has its own unique identity and special qualities, for instance, all of them are committed to the BVSD promise of “excellence and equity.” For the second year in a row, in fact, BVSD has been the top performing district in the state of Colorado, which has 168 different districts.

We are proud of the quality of ALL of our schools and we hope you are, too.