

STRATEGIC PLAN *for*
NORTH COUNTY CHRISTIAN SCHOOL
2012-2015



North County
Christian School

*Investing in Eternity
One Student at a Time.*

INITIATIVE 1:

Actively and effectively promote NCCS in order to attract new students and retain current students.

- Strategy 1: Develop a consistent process for introducing prospective students to the value of an NCCS education
- Strategy 2: Develop and implement an internal marketing plan focused on retaining current students.
- Strategy 3: Utilize more advertising media to broaden the reach of our marketing.
- Strategy 4: Develop video and photo displays to utilize in both external and internal marketing.
- Strategy 5: Actively seek to develop partnerships with the homeschooling community.
- Strategy 6: Actively seek partnerships with schools that are K-6 or K-8.
- Strategy 7: Consider parental referral incentive
- Strategy 8: Work toward employment of an admissions director with responsibility for coordination of recruitment, enrollment and retention of students.

INITIATIVE 2:

Establish a development program to promote the NCCS brand to cultivate a strong network of philanthropic support resulting in financial stability and growth.

- Strategy 1: Establish a school environment that illustrates to the community that NCCS is a strong educational choice for students/families, enhancing the NCCS brand and reputation within the NCCS organization and the community.
- Strategy 2: Assess the current development practices and develop a plan incorporating best practice to establish a focused and coordinated process of fund development.
- Strategy 3: Develop an annual fund program focused toward alumni, current NCCS families and the community.
- Strategy 4: Develop an ongoing and consistent process for seeking major gifts.
- Strategy 5: Develop an ongoing and consistent process of grant writing, with an emphasis on clearly identified projects for funding.
- Strategy 6: Identify and employ a software application to manage development functions.
- Strategy 7: Explore and work toward employment of a development director to coordinate and facilitate all aspects of fund development.

INITIATIVE 3:

Attract and retain quality staff, ensuring they are adequately compensated, provided with professional growth opportunities, and representative of the diverse population of the school.

- Strategy 1: Provide a financial package for staff that includes salaries in the 70% - 75% range of average teacher salaries in area public schools.
- Strategy 2: Provide incentive and opportunity for continuing education and professional growth
- Strategy 3: Create a culture of excellence that values staff, fostering professional collaboration and support, and involving staff in the decision making process.
- Strategy 4: Maintain effective communication and consistency on personnel policies.
- Strategy 5: Provide classroom resources necessary to provide excellence in education.

INITIATIVE 4:

Intentionally enhance NCCS' dynamic academic and extra-curricular programming.

- Strategy 1: Attain accreditation of elementary school through ACSI, and maintain NCCS secondary school accreditation.
- Strategy 2: Upgrade classroom technology to enhance learning and achievement. (assessment, acquisition, training, implementation)
- Strategy 3: Expand and enrich academic course offerings/options (AP, dual enrollment, online/distance learning)
- Strategy 4: Expand extra-curricular offerings (elementary sports, clubs etc.)

INITIATIVE 5:

Develop a long-range, strategic, capital and operational budgetary plan to provide greater financial stability while providing resources to successfully meet the initiatives of the strategic plan.

- Strategy 1: Develop a clear picture of current cash reserves, and work toward establishing and maintaining true cash reserves equivalent to 20% of the annual operating budget.
- Strategy 2: Develop a 5 year outlook for the capital and operational budget that projects tuition and other revenues, along with salary increases and other expenditures necessary to achieve all strategic planning initiatives.

INITIATIVE 6:

Continue to enhance and strengthen school programming directed toward spiritual development of NCCS students.

- Strategy 1: Effectively communicate the NCCS vision, mission, and core values to students and families to ensure ongoing awareness of the foundational beliefs and principles we strive to instill into their minds, hearts, and lives.
- Strategy 2: Evaluate our current effectiveness in integrating a Biblical worldview into the NCCS curriculum, extra-curricular programs, and overall school culture.
- Strategy 3: Identify and implement new programs and initiatives to enhance the spiritual development of NCCS students.

OUR MISSION

The mission of North County Christian School is to work in partnership with the family and church to provide excellent education rooted in Biblical truths and to nurture students as they

Embrace a personal relationship with Jesus Christ,
Discover their God-given gifts,
Seek His plan for their life, and
Serve Him with their mind, body and spirit.

OUR VISION

It is our vision that our students will acquire wisdom, knowledge, and a Biblical worldview as evidenced by a lifestyle of character, leadership, service, stewardship, and worship.

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