



WOODLAND
PRESBYTERIAN SCHOOL

STRATEGIC PLAN 2020



BACKGROUND AND CONTEXT

During the school year 2014-15, Woodland Presbyterian School launched a strategic planning process. The strategic plan was developed to provide a long-range view of future school priorities created through a highly inclusive and participatory process. A steering committee was formed and focused on research, environment scans, SWOT analysis, committee exercises, and trends in both the independent school and education world.

In order to build a base of sound information and to guide the planning process, the school enlisted the assistance of a research and planning firm, Ian Symmonds & Associates. A comprehensive research effort was completed, including stakeholder surveys, competitive and educational landscape analysis, market segmentation, and demographic trends.

In the winter and spring of 2015, the strategic planning steering committee worked collaboratively through a series of exercises designed to establish priorities based upon the findings of the research. This process culminated in May 2015, with the steering committee developing a small set of priorities for future focus. As strategic priorities were developed, the steering committee expanded upon them to outline specific initiatives, action plans, and immediate priorities.

Each of these strategic goals contains several strategic initiatives and numerous action plans. The strategic initiatives and action plans benefit from having additional implementation details, such as costs and metrics of success, recorded in the planning process and will be utilized as the school moves forward on the executing the strategic plan.

The planning process was completed in June 2015 as the steering committee recommended the following strategic plan to the board of trustees.

MISSION, CORE VALUES, AND EDUCATIONAL PHILOSOPHY

What We Do | Mission

We embrace academic excellence, spiritual development, social consciousness, community collaboration, and a positive self-concept.

Ideas We Live By | Core Operating Principles

- We provide a safe, nurturing, and Christ-centered learning environment.
 - We believe education as a collaborative effort among teachers, students, and their families.
 - We seek to prepare our students to be contributing and productive members of society.
 - We commit our community to the aim of seeing each child succeed to the greatest of his or her abilities.
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How We Do It | Educational Philosophy

Woodland values the importance of balancing the many aspects of a child's life and chooses experiences intended to foster the individual growth of the intellectual, spiritual, creative, physical, social, and emotional roots.

Woodland grows the potential of each child through differentiated instruction, small class sizes, and a challenging, yet supportive educational curriculum.

Woodland's dedicated faculty believes in building a strong partnership with the child's family and school community to facilitate continuous growth.

Woodland:

- individualizes and differentiates teaching and learning
- celebrates the potential in every student, in and out of the classroom
- develops spiritual growth
- encourages social relationships
- recognizes student successes and failures as growth opportunities







I. ENHANCE THE ACADEMIC AND CO-CURRICULAR PROGRAM.

- A. Promote programming in all areas, greatly enhancing our marketing and communications efforts.
- B. Create a process for the continuity of the curriculum from Early Childhood, Lower School, and Middle School.
- C. Utilize our academic and athletic facilities more effectively and efficiently to leverage our programs and brand.
- D. Create clarity and strength in the Middle School Arts program to align with the school mission.



II. ENHANCE INSTITUTIONAL POSITIONING, ADVANCEMENT, AND ENROLLMENT MANAGEMENT.

- A. Establish and support Woodland's brand position, define metrics of success, and communicate our unique and differentiating qualities while building brand awareness.
- B. Evaluate complementary programs and school events that reinforce our brand and market position.
- C. Enhance our advancement efforts through setting and achieving fundraising goal to provide the additional resources required to execute Woodland's mission.
- D. Communicate with clarity our philosophy of fundraising with our various school stakeholders.
- E. Cultivate stronger relationships and sense of communities with families, alumni, and grandparents, and our extended community.
- F. Enhance our enrollment management through the implementation of best practices systems and the achievement of recruitment and retention goals.
- G. Create clarity around admission requirements and the best-fit criteria for prospective Woodland students.
- H. Enhance our admission touch points by including students, parents, faculty, and staff in the admission process.

III. OPTIMIZE OUR PHYSICAL PLANT AND ASSETS.

- A. Upgrade our ongoing maintenance fund for ongoing capital expenses for the enhancement of our physical plant and technology.
- B. Create an ongoing process to monitor strategic alternative real estate opportunities for the school.
- C. Ensure access to growing the fine arts and athletic programs to include but not limited to music, drama, physical, digital, extra and co-curricular fine arts and athletics opportunities.

IV. EXPAND OUR LONG-TERM SUSTAINABILITY

- A. Ensure faculty and staff have access to best-in-class professional development programs available within budget.
- B. Establish a reserve fund of six months operating expense for the long-term health of the school.
- C. Maximize the non-tuition income of the school by leveraging our facilities and programs to appropriate audiences.
- D. Develop and implement a clear philosophy and policy for awarding financial aid.
- E. Control operating expenses and maximize organizational efficiencies.
- F. Maximize enrollment and net tuition revenue.





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