

# Conway Christian School Strategic Plan 2025

## Academics

### Lower School (K-6th)

Objective #1: Hire a Director of Academic Support

Action Point - Consider the type, scope and funding for a more comprehensive support team to assist students with learning needs, including space requirements

Objective #2: Hire or promote a Curriculum Coordinator

Action Point - Recruit and hire a qualified educator to work with teachers in regards to curriculum, evaluating best practices in the industry

Objective #3: Identify a benchmark school

Action Point - Consider joining CESA as a member school with the understanding it will provide better standards and accountability, as well as networking opportunities.

Objective #4: Continue to invest in STEM education

Action Point - Begin brainstorming how STEM education can increase, both scope and impact, with our new campus model. Specifically, how to use it in MS/JH in 2022.

Objective #5: Create Capstone projects middle school students

Action Point - Put together a plan for student exiting the lower school to show off what they have learned in a culminating project

### Upper School (7th-12)

Objective #1: Continue to increase college guidance program

Action Point: Monthly meetings with seniors and juniors, increased options for out of state universities/colleges to recruit our students

Objective #2: Make ACT accessible to students on campus

Action Point: Get approval for ACT to be administered on campus so students can take the exam in their most familiar environment.

Objective #3: Educate teachers on best practices in student accommodations

Action Point: Identify a benchmark school for teachers to collaborate with including guest PD speakers during early dismissal.

Objective #4: Continue to improve efforts in regards to teacher retention

Action Point: Work to compensate teachers at the highest level possible, use salary data from other private schools in Arkansas as a guide. Provide opportunities for input and collaboration amongst teachers.

Objective #5: Reevaluate honor graduate, valedictorian, salutatorian criteria

Action Point: Make it as clear as possible the criteria for achieving our top graduating honors. Focus should be on equal/equivalent chances for all students, regardless of activities/sports, etc. to achieve our highest achievements.

### **Arts**

Objective #1: Construct new space for choir, band, drama programs

Action Point: Build a modern facility for our fine arts program, including adequate sound, lighting, performance space and backstage area.

Objective #2: Promote arts accomplishments, performances on social media, website

Action Point: Establish a point person for promoting our fine arts program using existing communication methods.

Objective #3: Increase fine arts opportunities

Action Point: Evaluate opportunities for MS/JH students to engage in more fine art classes, i.e. drama for JH, etc.

### **Athletics**

Objective #1: Retain our qualified, mission focused coaching staff

Action Point: Administration should work to hire and retain the best possible coaching staff that understands our teacher first philosophy.

Objective #2: Focus on facility upgrades, specifically locker rooms and weight room

Action Point: Construct a new building/space that allows for adequate locker room space for boys and girls, along with a weight room adequate for all of our athletic training needs.

Objective #3: Increase number of booster club board members

Action Point: Recruit lower school parents transitioning to JH/SH to serve on the booster club. Encourage more current families to volunteer at games, etc.

Objective #4: Improve volunteerism and fundraising efforts

Action Point: Find a benchmark athletic program/booster club to learn best practices in promoting the athletic program and increase fundraising results.

Objective #5: Develop a five year plan to address athletic department funding

Action Point: Work with administration for ways the school's operating budget can continue to absorb some of the maintenance, facility upkeep costs to free up booster club money.

### **Biblical Worldview**

Objective #1: Enrich our partnership with parents on the topic of biblical sex ed

Action Point: Provide parents with resources to teach student/children in a biblical sexual education approach, i.e. Passport to Purity.

Objective #2: Empower students to embrace the world with a Jesus focused mentality

Action Point: Teach our students in upper school biblical worldview the need for action steps in our faith, basically how the great commission is a mandate for all believers. To stand firm in truth but love our neighbor in all circumstances.

Objective #3: Establish relationship with ministries/schools from other cultures, domestically and internationally

Action Point: Consider partnering with a national/global ministry to give our students the exposure they need to other cultures and countries.

### **Safety and Facilities**

Objective #1: Feasibility study for a new facility to transform campus to an elementary, middle and high school model

Action Step: Build a new facility to serve as a home for SH students in addition to greatly enhancing our meeting/performance space (chapel, choir, band, drama) as well as upgrades to arts and athletics.

Objective #2: Increase faculty/staff emergency preparedness

Action: In addition to in-service, remind teachers quarterly of the latest in best practices related to school safety.

Objective #3: Interior securement

Action Step: Review the layout of the lower school and upper school entrances.

Objective #4: Exterior securement

Action Step: Consider fencing and gates on the west side of campus, entering and exiting off of East German Lane.

## **Finance, Marketing and Community**

Objective #1: Maximize fundraising/promotion efforts

Action Step: Consider adding a Director of Advancement to work with the school's president overseeing development, admissions and marketing.

Objective #2: Streamline admissions protocols for optimal customer experience

Action Step: Make sure families have the very best admissions experience including meeting the school's president, follow-up, assisting with applications, and the first day of school.

Objective #3: Increase marketing/advertising efforts

Action Step: Consider increasing resources for billboard, magazine, social media promotion of the school.

Objective #4: Develop grade level outreach opportunities (5th-12th)

Action Step: Establish an annual grade level calendar for student outreach/service/experiences, revisit annually.

Objective #5: School leadership involved with Chamber of Commerce

Action Step: Create as many opportunities as possible for the school's president and leadership team to be engaged in our community