

Strategic Plan 2015-2020

Adopted January, 2015

Updated April, 2018



Georgia Christian School
Changing Lives One at a Time for 100 Years
Established 1914

The GCS Board of Directors saw the need to update the strategic plan for the school. A committee was formed made up of the Chairman of the Board, President, Principal, lead teachers in elementary, middle and high school, Athletic Director, Chairman of the Bible Department and School Counselor. The committee's purpose was to provide an updated version of the recommend plan to the GCS Board of Directors. The committee met in the fall of 2014 to discuss what parts of the previous plan had been accomplished and what areas still needed to be considered. The committee recommended that the mission statement of Georgia Christian School remain unchanged (see following page). Multiple meetings were held to organize and prioritize the areas of consideration along with a target date of completion. The proposed plan was then submitted to the GCS Board of Directors in January, 2014. With minor changes, the plan was adopted January, 2015. The document will be reviewed periodically by the GCS Board of Directors to update/make changes as necessary.

Strategic Plan

Areas of Consideration

- Infrastructure
- Marketing/PR
- Finance
- Academics
- Spirituality
- Extracurricular
- Personnel

Mission Statement: Georgia Christian School provides a Christian foundation that promotes a passion for learning, responsible citizens, and the skills necessary to lead through character development, spiritual guidance and excellent academic instruction.

Infrastructure/Facilities

Strategy: We will ensure adequate facilities

Specific Result: Provide facilities that are adequate, safe, and conducive to learning.

Action Step:

1. Implement safety recommendations of comprehensive master building/facilities Plan (\$75,000)-JUN2017
 - A. Fencing around perimeter (including gates)
 - 6' fencing around EL playground-AUG2016
 - 6' fencing around practice field-AUG2017
 - B. Self-locking doors in MS/HS
 - New MS has all self-locking exterior doors-MAR2018
 - C. Outdoor lighting around campus
 - 3 lights added behind gym/HS-AUG2015
 - D. Security cameras in all buildings
 - HS has hall and classroom cameras-AUG2002
 - New MS has exterior, hall, and classroom cameras-MAR2018
2. Construct facilities to include the following areas by AUG 2020
 - A. 6-12 facilities (\$5 million)-AUG 2021
 1. Classrooms
 2. Auditorium/media center
 3. Labs
 - New 9,600 sqft MS has 4 regular classrooms, media center, art room, science lab (\$1.5 million and 175 student capacity)-MAR2018
 - Rendering and floor plans being approved for

22,000 sqft \$3.5 million HS to include 400+ seating auditorium-MAR2018

B. Athletic facilities

1. Football/Soccer Field renovations Phase II (\$50,000)-AUG2016
 - a. Bleachers-completed AUG2015
 - b. Fencing around field-completed AUG2016
 - c. Softball renovations Phase II (\$45,000) AUG2015
 - d. Pour concrete pad/sidewalks
 - pad behind home plate JUL2015
 - e. Complete dugouts
 - new pads/fencing/alum cover JUL2015
 - f. Bleachers/covering
 - covering secured JUL2015
2. Renovate softball field house (\$45,000) AUG2016
 - a. Add concession area to serve all fields
 - completed AUG2015
 - b. Expand current restrooms
 - completed AUG2015
3. Weight Room Equipment (\$25,000)
 - renovated weightroom (\$10,000)-JUN2018
4. Tennis Courts (\$25,000)

C. Gym renovation (\$350,000)-AUG2019

1. New roof (\$55,000)-AUG2017
 - Current roof repaired; no leaks-JUN2016
2. Addition on back of gym (\$175,000)-AUG2019
 - a. Tear off old addition
 - b. Build larger addition to house practice area, weight room, dressing rooms

3. Renovate current gym lobby, hallways,
restrooms, locker rooms (\$120,000)

Total Infrastructure: \$5,615,000

Marketing/PR

Strategy: To increase awareness of the school and its programs in the community.

Specific Result I: See that enrollment increases by 5% annually through recruitment and retention (350 students max).

Action Step:

1. Fine tune comprehensive public relations plan AUG2015
 - A. Advertising
 1. Radio, newspaper, movie ads, website (\$20,000)
 - A. College acceptances, test scores, curriculum, testimonials, etc.
 2. Benefit dinner
 3. Chorus events
 4. Church ambassadors
 5. Rotary (\$1,100)
 6. Chamber (Lake Park/Valdosta) (\$200)
 7. Develop alumni/donor database (\$10,000)
2. Market to Churches of Christ DEC2015 to reach 50% enrollment with Church of Christ affiliation
 - A. Meet with Elders and promote value of GCS for their congregations
 1. Promote church scholarships

2. Promote financial support of Bible Dept.
 - B. Host GCS Church of Christ event annually for churches within a 50 mile radius (\$1,000)
 - C. Recruit preachers from area congregations for Bible teachers

3. Maintain state accreditation on annual basis.
 - A. Georgia Accrediting Commission (GAC) (\$500)
 - B. Consider National Christian School Association (NCSA) Accreditation (recognized by SACCS) (\$2,500 every 5 years)-**completed MAY2016**

Total Marketing/PR: \$35,300

Finance

Strategy: We will ensure adequate funding for Georgia Christian School.

Specific Result I: We will pay 100% of the state salary scale and include a benefits package (\$100,000 annually). AUG2020

Action Step:

1. Distribute 5% earnings from endowments.
2. Fill K3-12 to capacity of 350 students by AUG 2018.

Specific Result II: To provide income to balance the gap in operating budget (\$300,000). AUG2020

Action Step:

1. Develop and implement a written annual fund plan. AUG2015
 - A. Benefit Dinner (net \$50,000)
 - B. Donations
 - C. Fundraisers
 - D. Fund the Bible department 50% from donor income (\$50,000 annually). AUG2020
 - E. Endowment Draw-\$60,000 Annually
 - F. Sch Endmt Draw-\$50,000 Annually. AUG2020

Finance

Strategy: We will ensure adequate funding for all school functions.

Specific Result: Ensure that the endowment is working for the school now.

Action Step:

1. Grow the Misty Endowment (Annual Fund) 10% annually (\$50,000 annually). AUG2020
2. Grow the Betty Louis Draughon Scholarship Endowment (\$25,000 annually). AUG2020
 - A. Promote “named scholarships”
 1. \$10,000 minimum
 2. Must conform to policy of endowment allocation
 - B. Edge, Juvenileaux, Copeland, etc.-added Black & McSween 2015-16; added Baldwin and Landis in 2016-17.
3. Consider an Athletic Dept. Endowment
4. Consider a Bible Dept. Endowment
5. Consider a Fine Arts Endowment

Total Finance: \$625,000

Academics

Strategy: Ensure a standard of academic excellence.

Specific Result I: Ensure that we maintain an academic standard that prepares our students to pursue any profession.

Action Step:

1. NCSA/SACS Accredited at the highest level by to include a media specialist (\$25,000). AUG2018
2. Incorporate a standardized test-prep program.
AUG2015
-The SAT10 was replaced by the ACT Aspire series (beginning in 3rd)-AUG2016
3. Provide additional classes for:
 - A. Vocational (\$35,000). AUG2018
 1. Equipment
 2. Instructor
 - B. Aspiring medical and engineer students (\$40,000)
AUG2018
 1. Equipment
 2. Instructor

Specific Result II: Ensure curriculum is a Christian-based plan that is a viable, challenging and enriching experience at all levels.

Action Step:

1. Continue to enrich Curriculum through:
 - A. Online courses
 - B. Dual enrollment
 1. VSU
 2. Wiregrass

2. Incorporate technology usage in each class:
 - A. Fiberoptic Intranet (\$25,000). AUG2020
-Fiber optic network in HS, New MS, and EL-
MAR2018

 - B. Updated Network Monitoring Software
AUG2015
-Aerohive Access Points and Google
Chromebooks provide network access
control-MAR2018

 - C. One to One laptop for grades 6-12 (\$50,000).
AUG2016
-Updated goal: Chromebooks for grades 2-
12 (11 classes total); currently have 7 class
sets-MAR2018

6. Continue provide professional development that allows teacher to be more of a class facilitator vs. lecturer \$5,000 annually

Specific Result III: To Broaden student's experience with Fine Arts

Action Step:

1. Develop a plan for fine arts program. (DEC2015)
 - A. Classes
 - B. Personnel (music, drama, art)
 - C. Cost
2. Look at during/after school programs and get estimated cost. (DEC2015)
4. Research funding by art foundations, councils, and other sources of funding. (DEC2015)

Total Academics: \$175,000

Spirituality

Strategy: Increase knowledge of Christ/Bible.

Specific Result I: Ensure that all know Christ and follow in His steps.

Action Step:

1. Continue to utilize chapel to maximize spiritual growth (\$1,000)
 - A. Split chapel (boys/girls and middle/high)

2. Increase service opportunities
 - A. Summer Youth Event (\$500)
 - B. Mandatory number of service hours for graduation

Total Spirituality: \$1,500

Extracurricular

Strategy: Develop a Christian extracurricular program.

Specific Result: To develop programs that promote sportsmanship, team attitudes, individual accomplishments and excellence allowing students to compete at their highest level.

Action Step:

1. Continue to develop a comprehensive athletic program.
 - A. Tennis, wrestling and track team. (\$4,000)
2. Guarantee effective staff.
 - A. Hire and retain quality coaching staff
 - B. Increase paid staff/decrease volunteer coaching
3. Literary (\$2,500)
 - A. One Act, Solo, trio, quartet, speaking, essay...
4. Update Training Facilities
 - A. Dedicated personnel to develop/implement conditioning for all sports. **Partnered with Vereen for dedicated trainer AUG2015-17**
 - B. Update weight rooms and other training facilities (\$50,000). **AUG2016 New weights/training stations added in AUG2015**

Total Athletics: \$56,500

Personnel

Strategy: Ensure the employment of a highly qualified faculty.

Specific Result: Every teacher will have a minimum of a bachelor's degree and hold a teaching certificate in the field that they teach.

Action Step:

1. Written hiring policy. AUG2015-**completed**
AUG2015
2. Professional development. AUG2015-**ongoing**
annually
3. Recruitment/retention program. AUG2015

Strategic Plan Cost Overview 2015-2020

•Infrastructure	\$5,615,000
•Marketing/PR	\$34,500
•Finance	\$625,000
•Academics	\$175,000
•Spirituality	\$1,500
•Extracurricular	\$56,500
•Personnel	\$0 (pay under Finance; training under Academics)
Total:	\$6,507,500