

Strategic Plan 2021-2026

Adopted August, 2021
Updated June 2024



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 was reviewed annually by the GCS Board of Directors to update/make changes as necessary. Every five years, another Strategic Planning Committee is formed to follow the original process to develop and propose a plan to the GCS Board of Directors. This is the latest iteration of the GCS Strategic Plan. Updates are noted in different font colors.

Strategic Plan

Areas of Consideration

- Infrastructure
- Marketing/PR
- Finance
- Academics
- Spirituality
- Extracurricular
- Personnel
- Athletics (see separate Strategic Plan)

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 (\$128,000)-AUG 2025
 - A. Fencing around perimeter of campus (including gates) (\$90,000)-AUG 2025
 - B. Outdoor lighting around campus
 - Lights in courtyard of Robert Lester Building (\$600)-DEC 2024
 - Lights around Field House (\$600)-OCT 2024
 - Lights in front of Old MS (\$600)-DEC 2024
 - C. “Ring bells” at entrance of buildings (\$700)-DEC 2025
 - D. Magnetic Door Locks on main building entrances (\$2,500)-AUG 2023
 - Front/Rear Main Entrances of HS-AUG 2022
 - New Exterior Doors at EL & Gym Lobby-OCT/DEC2023
 - E. Security cameras in all buildings
 - EL hall and classroom cameras (\$2,000)-AUG2022 (Equipment acquired; installation by DEC 2024)
 - Exterior cameras for Robert Lester Building (\$1,000)-AUG2023
 - F. School Resource Officer
 - \$30,000)-AUG23 (Hired Luke Brogdon for AUG23)(Replaced with David Kinsey LCSO Reserve Deputy/SRO-JAN24)

2. Construct facilities to include the following areas by DEC 2027 (\$6.5 million)
 - A. New HS Building (27,000 sqft) (\$6.5 million)-DEC 2027
 1. Nine Classrooms (Phase I started FEB24-\$4.5 million; to be completed DEC2024)
 2. Five Hundred + Seat Auditorium (Phase II) (\$2 million) DEC 2027
 3. Media Center DEC 2027
 - B. New Parking Lot for EL (cost part of HS project)-DEC 2024
 - C. Parking lot updates at gym/playing fields (\$25,000)-AUG 2025
 - D. Amphitheater (\$15,000)-AUG 2025
 - E. Shade for EL Playground-AUG 2021
-12x12 Pavilion-AUG 2022
 - F. Multipurpose indoor space for EL (\$15,000)-DEC 2026
 - G. Updated/consistent campus signage (\$25,000)-DEC 2024
 - H. *Athletic Facility Improvements found in Athletic Strategic Plan

Total Infrastructure: \$6,643,000

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) (354 Students MAY24)

Action Step:

1. Fine tune comprehensive public relations plan (\$35,600)-JUL 2022
 - A. Advertising
 1. Videos, radio, newspaper, social media, website (\$20,000 annually)
 - A. College acceptances; test scores, curriculum, testimonials, etc.
 - B. Hire social media manager (\$3,500/yr)-SEP2021 (Hired Lindsay Colson AUG 2022)
 - C. Invest in GCS App (\$3,500/yr)-APR 2025
 2. Benefit dinner (showcase videos/students)
 3. Mail outs in tri-county area (\$2,000)-MAR 2022
 4. Church ambassadors (\$1,000)-MAR 2024
 5. Rotary (\$1,800)
 6. Chamber (Valdosta) (\$200)
 7. Live Stream Events
 - K5/High School Graduation (\$350)-MAY2021
 - Athletic Events (\$750)-AUG 2022
 8. Friends/family events (semi/annually)

(\$500/yr)-JUL22-26

9. Promote at events

- Georgia Bible Camp-JUL 2021
- YES Weekend-DEC 2021

10. Grow Alumni Association by 5% annually for five years (\$2,000/yr)-AUG 2022-26

2. Market to Churches of Christ to reach 50% enrollment with Church of Christ affiliation (\$1,000)-JUL2026

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)

1. Faith, Fun & Fellowship for K5-12 (APR23)

2. Faith, Fun & Fellowship for K5-12 (FEB24)

C. Recruit preachers from area congregations for Bible teachers-AUG 2022 (Employ four AUG 2022)

Total Marketing/PR: \$37,600

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). AUG 2026 (90% as of AUG 2022)

Action Step:

1. Benchmark Plan for teacher pay/benefits-MAY2022
2. Distribute 5% earnings from endowments. (Done Annually by APR)
3. Fill K3-12 to 350 students-AUG 2022.
 - K3-12 Enrollment-294-MAY2019
 - K3-12 Enrollment-304-MAY2020
 - K3-12 Enrollment-304-May2021
 - K3-12 Enrollment-342-May 2022
 - K3-12 Enrollment-363-AUG 2022
 - K3-12 Enrollment-355-AUG2023

Specific Result II: To provide income to balance the gap from income (tuition, lunchroom, athletics) and expenditures (\$200,000)-Annually

Action Step:

1. Develop and implement a written annual fund plan.
NOV2021
 - A. Create Fundraising Committee-MAY 2025
 - B. Promote Student Scholarship Organization Program
 - **Held SSO Mtg (OCT 2022); Continue to email/meet with Small business owners**
 - C. Benefit Dinner (net \$23,000)
 - D. Donations
 - E. Fundraisers
 - Annual Telethon-MAR 2022
 - F. Parent Volunteer Association (PVA) Cmte-MAY 2021
 - Four major fundraisers/year (goal based on teacher/staff needs)
 - G. Fund the Bible department 50% from donor income (\$50,000 annually)-AUG 2026
 - H. Endowment Draw-\$30,000 Annually-MAR 2026
 - **No Draw Needed for 22/23**
 - I. Sch Endmt Draw-\$20,000 Annually-MAR 2026
 - **Current Draw is \$12,500**

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

Action Step:

1. Grow the Misty Endowment (Annual Fund)
MAY 2022
 - A. Secure planned giving/future estate gifts
2. Grow the Betty Louis Draughon Scholarship Endowment (\$20,000 annually). Ongoing
 - A. Promote “named scholarships”
 1. \$10,000 minimum (secure two current/future gifts)
 2. Must conform to policy of endowment allocation
 - B. **Added Brogden and Tyler (2020); Johnson (2021); Lester/Coppage 2022**
3. Consider an Athletic Dept. Endowment-MAY 2025

Total Finance: \$300,000

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. Maintain state accreditation on annual basis (\$2,000)
 - A. Georgia Accrediting Commission (GAC) (\$500)-Good through DEC 2025
 - B. Maintain Dual Accreditation through National Christian School Association (NCSA)/Cognia Accreditation (\$1,500 every 5 years)-Good through-JUL 2026

2. Incorporate a standardized test-prep program-AUG 2025

3. Increase MS/HS exploratory/elective options (\$5,000)-AUG 2022

4. Provide additional classes for:
 - A. Vocational (\$35,000). AUG 2025
 1. Equipment
 2. Instructor
 - B. Aspiring medical and engineer students (\$40,000) AUG 2025
 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
 3. Harding University
 - C. Review entire curriculum and ensure Biblical integration in standards-based learning-MAY 2022
 1. **Completed/working on formatting (AUG 2023)**
 - D. Develop benchmark assessments to produce valid/reliable data for curriculum decision making-May 2022
 1. **Begin Measures of Academic Progress (MAP) Testing (MAR 2023)**
2. Add Driver's Education Program (work with Wiregrass Tech)-AUG 2022
3. Develop a Tutoring Program-MAY 2022
 - A. **After school tutoring program (AUG 2022)**
4. Develop a Co-op/intern/work study program-MAY 2022
5. Develop a Credit Recovery Plan-MAY 2022

6. Incorporate dedicated Parent Conferences throughout the year-MAY2022
7. Conduct a College Readiness Program (\$500/yr)
8. Continue to purchase new subject books (\$10,000/yr)
9. Continue provide professional development that allows teacher to be more of a class facilitator vs. lecturer \$5,000 annually
 - A. MAP Growth Testing/Data Analysis Training (MAR 2024)

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

Action Step:

1. Develop a plan for fine arts program-MAY 2024
 - A. Classes, before/after school programs
 - B. Personnel (music, drama, art)
 - C. Cost?
2. Research funding by art foundations, councils, and other sources of funding. (MAY 2024)

TotalAcademics: \$99,500

Spirituality

Strategy: Increase knowledge of Christ/Bible.

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

Action Step:

1. Develop Bible/Chapel Program with Standards (\$500)-AUG 2025
 - A. Benchmarks
2. Have separate boys/girls Bible classes (two weeks?)-DEC 2025
3. Offer advanced Bible curriculum for upper classmen-(DEC 2025)
4. Continue to utilize chapel to maximize spiritual growth (\$1,000)
 - A. Split chapel (boys/girls and middle/high)
 - B. Small group chapel
5. Develop Spiritual Life Survey-MAY2022
(Completed/Administered MAY 2023)
(Completed/Administered MAY 2024)
6. Leadership/Campaign based on student feedback (\$500)-AUG 2024

7. Increase service opportunities
 - A. Summer Youth Event (\$500)
 - B. Work with Forrest Park regarding Mission Trips
 - C. Habitat for Humanity/community projects
 - Juniors/Seniors-Second Harvest FEB 2023
 - Freshmen/Sophomores-Tree House MAY 2023

Total Spirituality: \$2,500

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. Add Extracurricular Clubs (and incorporate “Club Days” during the school year)-AUG 2025
 - A. Beta Club-ongoing
 - B. Interact Club-ongoing
 - C. Drama Club-AUG 2022
 - D. 4-H Club-AUG 2025
 - E. Future Farmer of America (FFA)-AUG 2026
2. Start an Agricultural Program (\$60,000)-AUG 2026
 - A. Establish Future Farmers of America Program-AUG 2026
3. Start a JROTC Program (\$35,000)-AUG 2026
4. Create a Music Program that leads to a Band (\$50,000)-AUG 2025
 - A. Start with a Band Class/Hire Band Teacher (\$35,000)-AUG 2025
 - B. Instruments/Band Room (\$15,000)
5. Guarantee effective staff (\$1,000/yr)-Ongoing

- A. Hire and retain quality faculty and staff
- B. Recruit from Christian colleges
- C. Dedicated person for each activity with detailed Duties and Responsibilities-JAN 2022

6. Literary (\$2,500)

- A. Establish the position of Literary Director (AUG 2021)
- B. Compete in One Act, Solo, trio, quartet, speaking, essay, etc. (MAY 2022)

Total Extracurricular: \$149,500

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. Hire Full-time female Coach/teacher (\$35,000)-AUG 2021; **Morgan Sykes hired JUL 2021**
2. Create permanent K3 Paraprofessional position (\$17,000)-AUG 2021; **Melissa Bundrick hired JUL 2021**
3. Hire EL Librarian (\$10,000-part time)-AUG 2021; **Sarah Musgrove hired JUL 2021; Christy Smith JUL 2023**
4. Provide access to a male counselor-(\$5,000)-AUG 2022; **Casey Horne hired for 2023-24; can refer to John Klimko for male counselor**
5. Establish a Curriculum Director-(\$5,000)-AUG 2025

Total Personnel: \$72,000

Athletics

***See Separate Athletic Strategic Plan**

Strategic Plan Cost Overview 2021-2026

•Infrastructure	\$6,643,000
•Marketing/PR	\$ 37,600
•Finance	\$ 300,000
•Academics	\$ 99,500
•Spirituality	\$ 2,500
•Extracurricular	\$ 149,500
•Personnel	\$ 72,000
Total:	\$7,304,100