

# Strategic Plan 2021-2026

Adopted August, 2021



**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 (\$98,000)-AUG2025
  - 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)-APR 2022
    - Lights around Field House (\$600)-APR 2022
    - Lights in front of Old MS (\$600)-APR 2022
  - C. “Ring bells” at entrance of buildings (\$700)-AUG2022
  - D. Magnetic Door Locks on main building entrances (\$2,500)-AUG2023
  - E. Security cameras in all buildings
    - EL hall and classroom cameras (\$2,000)-AUG2022
    - Exterior cameras for Robert Lester Building (\$1,000)-APR2022
  
2. Construct facilities to include the following areas by AUG 2023 (\$3.56 million)
  - A. New HS Building (24,000 sqft) (\$3.5 million)-AUG 2023
    1. Nine Classrooms
    2. Four Hundred + Seat Auditorium

3. Media Center
- B. New Parking Lot for EL (cost part of HS project)-  
AUG 2023
  - C. Parking lot updates at gym/playing fields  
(\$25,000)-AUG2024
  - D. Amphitheater (\$15,000)-AUG2023
  - E. Shade for EL Playground-AUG2021
  - F. Multipurpose indoor space for EL (\$15,000)-  
AUG2023
  - G. Updated/consistent campus signage (\$5,000)-  
AUG2023
  - H. \*Athletic Facility Improvements found in Athletic  
Strategic Plan

**Total Infrastructure: \$3,658,000**

# 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 (\$33,800)-JUL2022
  - 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 (\$2,500/yr)-SEP2021
      - C. Invest in GCS App (\$3,500/yr)-APR2022
    2. Benefit dinner (showcase videos/students)
    3. Mail outs in tri-county area (\$2,000)-MAR2022
    4. Church ambassadors (\$1,000)-MAR2021
    5. Rotary (\$1,100)
    6. Chamber (Lake Park/Valdosta) (\$200)
    7. Live Stream Events
      - K5/High School Graduation (\$350)-MAY2021
      - Athletic Events (\$750)-AUG2022
    8. Friends/family events (semi/annually) (\$500/yr)-JUL22-26
    9. Promote at events

- Georgia Bible Camp-JUL2021
  - YES Weekend-DEC-2021
10. Grow Alumni Association by 5% annually for five years (\$2,000/yr)-AUG2022-26
  
  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)
    - C. Recruit preachers from area congregations for Bible teachers-AUG2022

**Total Marketing/PR:    \$35,800**

# 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). AUG2025

Action Step:

1. Benchmark Plan for teacher pay/benefits-MAY2022
2. Distribute 5% earnings from endowments.
3. Fill K3-12 to capacity of 350 students-AUG 2022.  
-K3-12 Enrollment-294-MAY2019  
-K3-12 Enrollment-304-MAY2020  
-K3-12 Enrollment-304-May2021

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-MAY2022
  - B. Promote Student Scholarship Organization Program
  - C. Benefit Dinner (net \$50,000)
  - D. Donations



E. Fundraisers

- Annual Telethon-MAR2022

F. Parent Volunteer Association (PVA) Cmte-MAY2021

- Four major fundraisers/year (goal based on teacher/staff needs)

G. Fund the Bible department 50% from donor income (\$50,000 annually)-AUG2023

H. Endowment Draw-\$60,000 Annually-MAR2026

I. Sch Endmt Draw-\$25,000 Annually-MAR2026

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

Action Step:

1. Grow the Misty Endowment (Annual Fund) MAY2022
  - 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)**
3. Consider an Athletic Dept. Endowment-MAY2022

**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 DEC2025
  - B. Maintain Dual Accreditation through National Christian School Association (NCSA)/Cognia Accreditation (\$1,500 every 5 years)-Good through-JUL2026
  
2. Incorporate a standardized test-prep program-AUG2022
  
3. Increase MS/HS exploratory/elective options (\$5,000)-AUG2022
  
4. Provide additional classes for:
  - A. Vocational (\$35,000). AUG2023
    1. Equipment
    2. Instructor
  - B. Aspiring medical and engineer students (\$40,000) AUG2023
    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-MAY2022
  - D. Develop benchmark assessments to produce valid/reliable data for curriculum decision making-May2022
2. Add Driver's Education Program (work with Wiregrass Tech)-AUG2022
3. Develop a Tutoring Program-MAY2022
4. Develop a Co-op/intern/work study program-MAY2022
5. Develop a Credit Recovery Plan-MAY2022
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

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

Action Step:

1. Develop a plan for fine arts program-MAY2022
  - 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. (DEC2015)

**TotalAcademics: \$97,500**

# 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)-MAY2022
  - A. Benchmarks
2. Have separate boys/girls Bible classes (at least for 6-9weeks)-AUG2022
3. Offer advanced Bible classes for upper classmen
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
6. Leadership/Campaign based on student feedback (\$500)-AUG2022
7. Increase service opportunities
  - A. Summer Youth Event (\$500)
  - B. Work with Forrest Park regarding Mission Trips
  - C. Habitat for Humanity/community projects

**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)-DEC2021
  - A. Beta Club-ongoing
  - B. Interact Club-ongoing
  - C. Drama Club-AUG2022
  - D. 4-H Club-AUG2022
  - E. Chess Club-DEC2021
  - F. Future Farmer of America (FFA)-AUG2023
2. Start an Agricultural Program (\$60,000)-AUG2024
  - A. Establish Future Farmers of America Program-AUG2024
3. Start a JROTC Program (\$35,000)-AUG2025
4. Create a Music Program that leads to a Band (\$50,000)-AUG2025
  - A. Start with a Band Class/Hire Band Teacher (\$35,000)-AUG2025
  - 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-JAN2022
  
6. Start competitive cheerleading (\$1,000/yr)-AUG2023
  
7. Literary (\$2,500)
  - A. Establish the position of Literary Director (AUG2021)
  - B. Compete in One Act, Solo, trio, quartet, speaking, essay, etc. (MAY2022)

**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)-AUG2021; **Morgan Sykes hired JUL2021**
2. Create permanent K3 Paraprofessional position (\$17,000)-AUG2021; **Melissa Bundrick hired JUL2021**
3. Hire EL Librarian (\$10,000-part time)-AUG2021; **Sarah Musgrove hired JUL2021**
4. Provide access to a male counselor-(\$5,000)-AUG2022
5. Establish a Curriculum Director-(\$5,000)-AUG2023

**Total Personnel: \$72,500**



## **Athletics**

**\*See Separate Athletic Strategic Plan**

### **Strategic Plan Cost Overview 2021-2026**

|                  |                    |
|------------------|--------------------|
| •Infrastructure  | \$3,658,000        |
| •Marketing/PR    | \$35,800           |
| •Finance         | \$300,000          |
| •Academics       | \$97,500           |
| •Spirituality    | \$2,500            |
| •Extracurricular | \$149,500          |
| •Personnel       | \$72,000           |
| <b>Total:</b>    | <b>\$4,315,300</b> |