



STRATEGIC PLAN

2009-2012

*Prepared and Updated by:
The Board of Trustees and
Administration of VCA
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Valley Christian Academy

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Our Mission:

Valley Christian Academy builds a godly foundation in our students through Christ-centered education in cooperation with the Christian home and church so that our students know, love, and obey Jesus Christ.

Our Vision:

Valley Christian Academy will

- provide excellence in academic training rooted in biblical principles and values
- encourage students to reach their fullest potential by maintaining a healthy spiritual, physical, social, and emotional life
- provide the needed facilities, equipment, and technology necessary for carrying out the academic and extra-curricular programs

Our Purpose:

Valley Christian Academy exists as an extension of the home and of the church to fulfill God's commands to raise children "in the nurture and admonition of the Lord" (Ephesians 6:4), and to teach His words "diligently unto our children" (Deuteronomy 6:5-7). Our foundation rests upon acknowledging Jesus Christ as Lord and Savior, and the Bible as the Word of God—the final authority in truth and practice. We strive to help each child grow spiritually, mentally, physically, and socially through the dedication of teachers, administrators, and staff who love the Lord and desire to serve Him through the educational process. We rely on parents to help us through their prayer, their cooperation, and their active involvement in the life of this school.

VCA CORE VALUES

Core values are those convictions and principles which Valley Christian Academy has chosen to be the underlying foundation for all that we do. We use our mascot, the eagle, to help remember those values which guide our actions.

EXCELLENCE

We believe that God has called us to give our best effort in everything we do. Excellence does not mean a state of perfection, but that we continually reflect, evaluate, and strive to give a well-informed, whole-hearted effort. We must be teachable, always working at bettering ourselves.

"Do your best to present yourself to God as one approved, a workman who does not need, to be ashamed and who correctly handles the word of truth." II Timothy 2:15

ACADEMIC QUALITY

Learning is a school's highest priority. This includes not only the transfer of information, but developing the skills necessary to effectively utilize information and apply it in practical ways.

*"Then we will no longer be infants, tossed back and forth by the waves, and blown here and there by every wind of teaching and by the cunning and craftiness of men in their deceitful scheming. Instead, speaking the truth in love, we will in all things grow up into him who is the Head, that is, Christ."
Ephesians 4:14-15*

GOD-HONORING, CHRIST-CENTERED, AND SPIRIT-DRIVEN

Valley Christian Academy exists to glorify God by providing a complete school experience where Christ is the centerpoint of all we do.

".. whatever you do, do it all for the glory of God." I Corinthians 10:31

"I have no greater joy than to hear that my children are walking in the truth." III John 4

LEADERSHIP

Those in charge of providing for and training others are leaders. Throughout all levels of the leadership team, including the board, administration, faculty, staff, and volunteers, the character of Christ must be the guiding example in caring for and developing others toward their potential.

"Go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you." Matthew 28:19-20a

ENRICHING ENVIRONMENT

A Christian school should be a very special, caring community. VCA partners with parents and works as an extension of the Christian home to help lay a godly foundation and train children in godly ways.

"Dear children, let us not love with words or tongue, but with actions and in truth." I John 3:18

"No discipline seems pleasant at the time, but painful. Later on, however, it produces a harvest of righteousness and peace for those who have been trained by it." Hebrews 12:11

SERVING OTHERS

Everyone at VCA is called to serve others. This requires that we give selflessly so that others benefit from our efforts. There can be no hidden agendas or focus on selfish gains. Serving others develops character which pleases God.

*"The Son of Man did not come to be served, but to serve, and to give His life a ransom for many."
Matthew 20:28*

Background and History of VCA's Strategic Plan

In January 2000, with the help of a Development Consultant, parents, faculty, staff, and Board came together in a weekend to provide input for the first Strategic Plan of VCA. The Board of Trustees of Valley Christian Academy refined and approved that strategic plan that year. It was designed to guide the school's strategic priorities for the 3-5 years which followed.

Recognizing that many of the goals had been met, the Board and Administration convened an off-site meeting in September 2004 to begin the process of developing an updated set of strategic plan goals. That plan was approved in January 2005. The Board of Trustees now meets annually in September to summarize what has been completed, review the items that remain, and add new items.

The 2007 Strategic Plan reflects changes in response to the addition of eighth grade, completing middle school, two full kindergarten classes, and other circumstances impacting the program at Valley Christian Academy.

The 2009 Strategic Plan reflects a strong focus on developing the financial support of VCA both through various forms of fund-raising as well as increasing enrollment through promoting the school through marketing. It also reflects the desire to enhance diversity in the employees and programs as the diversity increases in the student population. As our societal values change, the leadership wishes to provide training and guidance to parents in raising their children to honor God.

Strategic Initiative A: Increase the amount of money raised to support the school.

1. Make a plan
 - a. Develop a defined plan for development in money raising
 - b. Identify core programs and solidify them
 - c. Review current fundraising activities to keep, expand, eliminate
 - d. Develop competitive donor and corporate giving program
2. Identify ways to raise money
 - a. Other sources of revenue besides tuition and parental giving
 - b. Angel Food Ministries
 - c. Financial seminar for public or grandparents
 - d. Service auction could tie in with SFDM
3. Grow the Endowment
 - a. Strong endowment; program with annual scheduled events
 - b. Endowment fund that is growing to support VCA
 - c. Greater endowment promotion
4. Plan where to use the money
 - a. Increase teacher (and staff) salaries
 - b. Eliminating salary plateaus
 - c. Salaries/compensations for experience increased for veteran teachers
 - d. Pay teachers/staff competitive wages
5. Utilize grants
 - a. Find grant source (federal government, Bill Gates, Scott Jackson)

Strategic Initiative B: Better utilize marketing and promotion of the school.

1. Raise more money through tuition by increasing enrollment.
 - a. Develop a well-defined written plan for development in promotion and marketing.
 - b. Make VCA the center of attention in this community
2. Create linkages and partnerships with churches (build relationships)
 - a. Church seminars on Christian education importance, selected topics like child abuse, etc.
 - b. More invitations for pastoral involvement
 - c. More invitations for pastoral involvement (host events for them like child abuse, etc.)
3. Reflect, forecast and plan an enrollment strategy.
 - a. Improve retention
4. Increase the marketing of the school
 - a. Identify tasks, the develop potential job description for person
 - b. Investigate technological component

Strategic Initiative C: Enhance School Diversity

1. Create a culturally diverse staff and faculty
 - a. Review hiring issues in light of diversity to attract and retain for students, staff, and faculty.
 - b. Assess current faculty/staff perceptions
 - c. Educational training for teachers/staff
2. Provide opportunities that support diversity
 - a. Student field trips
 - b. Educational diversity (classroom learning)

Strategic Initiative D: Increase Parent Education and Involvement

1. Maintain effective communication with Parents
2. Provide parent education for each level: MS 6-8, Intermediate 4-5, Primary K-3
 - a. Tools to equip parents in raising godly children
 - b. Parenting workshop events to equip parents to be better parents
 - c. Create and foster passion for Christian education for current parents (retention/promotion)
 - d. Educate parents on Biblical worldview
 - e. Partner with Parent-Teacher Fellowship
 - (1) Develop and establish a Parent buddy system
 - (2) Promote volunteerism