

Heartland Christian Academy

Strategic Plan

2022-2025

Grow with us

Romans 12:2

“Do not conform any longer to the pattern of this world, but be transformed by the renewing of your mind. Then you will be able to test and approve what God’s will is - his good, pleasing, and perfect will.”



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Dear Heartland Community,

I am very excited to bring to you this Strategic Plan. The Board and Administration want you to understand where we are now, and our plans that will help shape our future as a school—so that you can imagine your place in this ever-changing landscape of opportunity!

Heartland builds on a very strong foundation of 42 years of Evangelical Christian K-8 education. And we are now pressing forward to an even stronger future.

With the fiscal pressures of advances in technology and deferred maintenance on existing building and grounds, we know that a stronger future will necessitate financial discipline, as well as new efforts in fundraising and fund development. But most of all we are here for your children. Our goal is to provide the best Evangelical education possible to your children, K-8, while progressively increasing our high school footprint year-by-year. It is our desire that by 2026 we will be able to offer face-to-face classes for all four years of high school.

Thanks in advance for partnering with us in this exciting venture. We are envisioning opportunities in the present with eternal rewards into the future. As secular education crumbles all around us, Heartland can stand in the gap by offering Bemidji-area residents a distinctly Evangelical education with a covenant-based model of education.

As you open these pages, may your heart be open to the ways that you can partner with us—as we educate children and youth using Christ-centered curricula, all for the glory of God.



Respectfully Yours,
Seth Van Dyke



Mission Statement:

HCA exists to provide a Christ-centered environment where students receive a quality education based on Biblical truth that will equip them to lead a life of service to their Savior, homes, churches, vocations & communities. Our school motto, Bearing fruit that remains, based on John 15: 1-11, is our hope & prayer that each student will produce fruit in Christian faith, character, speech & works by remaining in Jesus. That fruit will not be fleeting but will be that which remains into eternity.



Heartland History & Today

We look to our rich history and find renewed hope in our never changing values and beliefs. We have a firm foundation in God's word.

HISTORY:

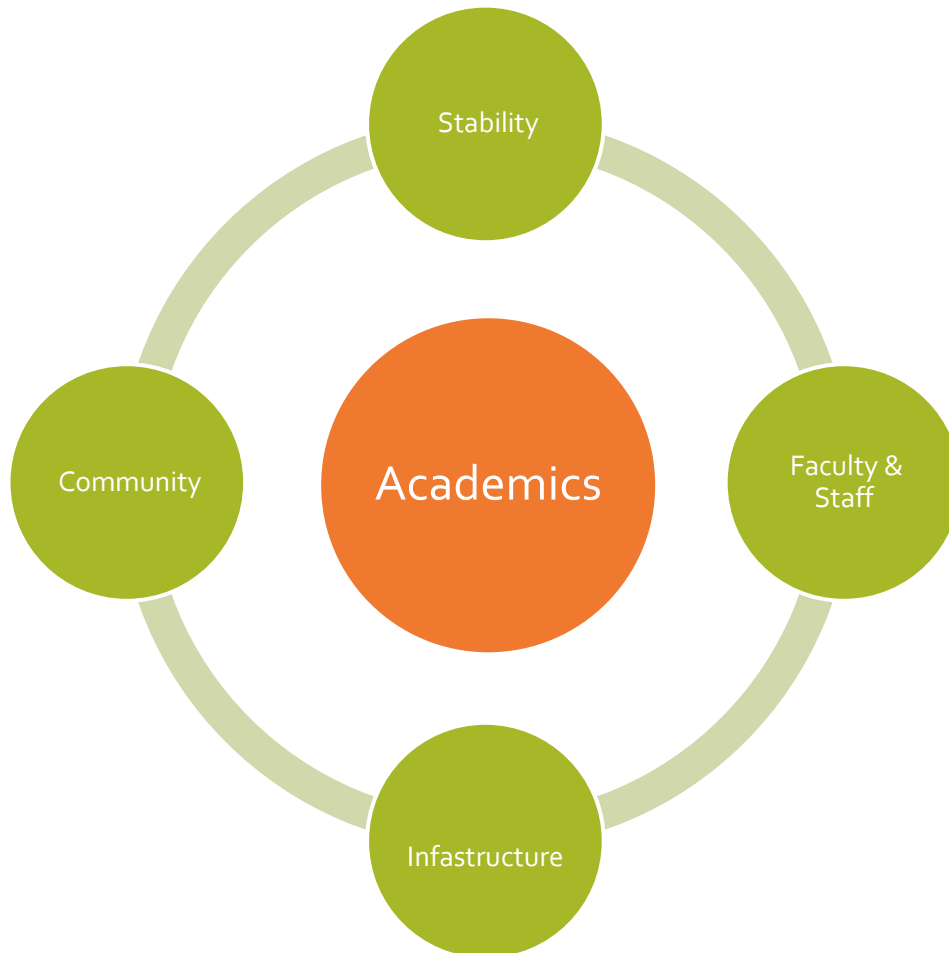
Heartland has a rich and strong 42 year history here in beautiful Bemidji, MN. God's continued blessing are apparent with our school's continued success and growth. While buildings, faculty, and students have changed over the years, our values and beliefs remain firm in one foundation...God's word.

TODAY:

Heartland sits on 13+ acres nestled just outside of the city of Bemidji, in Northern township. Our students enjoy fresh air daily with a large playgroud, soccer field, basketball court, gaga-ball, and lots of free-space for imaginations to run wild.

STRATEGIC PLAN

Heartland Christian Academy's strategic plan seeks to bolster five important strengths:



Focusing on these areas will maintain Heartland's place as a prominent Evangelical Academy in North Central MN. Our goal is to leave a lasting-legacy in our children and through doing so, bring glory to God.

Key Challenges



Enhancing Teacher Salaries



Increasing Financial Aid



Keeping up with Modern Technology



Marketing Strategies to Increase Public Awareness



Building a Multi-Purpose Gymnasium



Meeting Changing Needs in Transportation

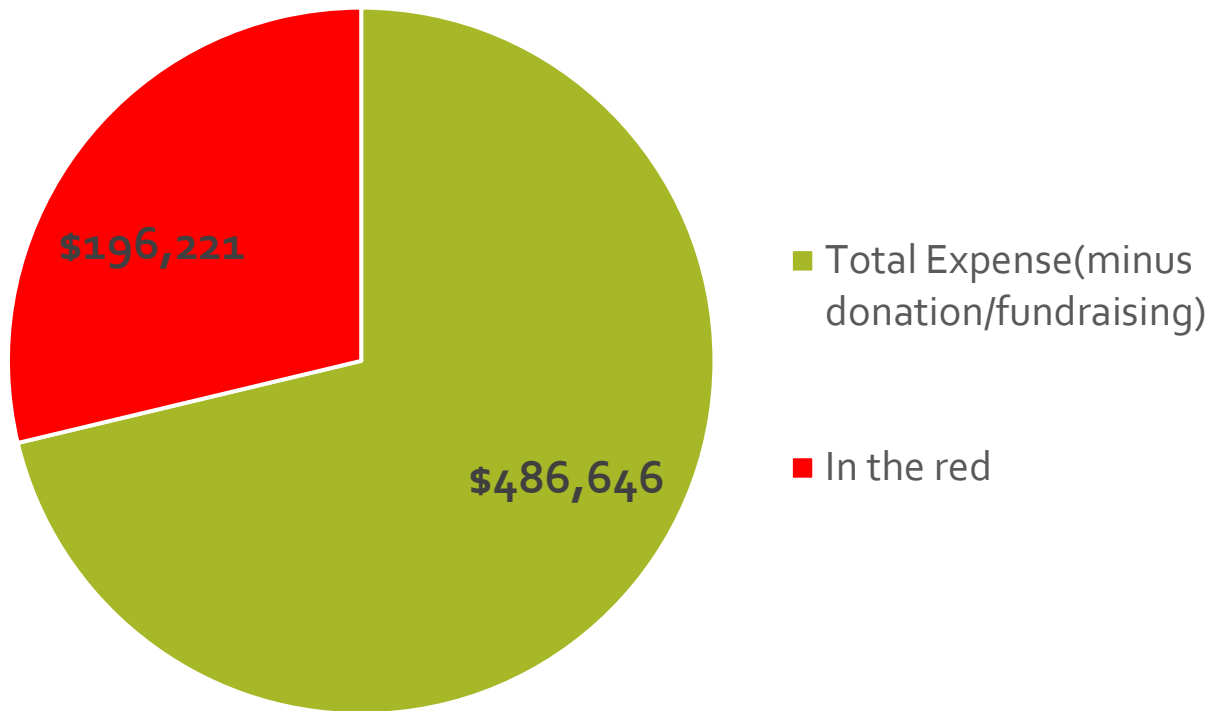


Serving Parents through Before & After Childcare.



Adding Athletics & Extra-Curricular Programs

HCA 2022-2023 Tuition Shortfall



- Current tuition would need to rise \$2800 per student per year.
- To fill this gap requires fundraising and donations.
- FYI: 2022 MN public schools receive \$12,000+ per student per year.

Academics

Promoting Excellence in Education

- Using BJU PRESS Curriculum in all academic areas.
- Upholding classroom excellence with measurable results & curriculum mapping.
- Meeting unique educational needs of each student.
- Teaching our students to utilize and implement technology responsibly.
- Fostering an environment that teaches students how to think, not just what to think.
- Enhancing classroom effectiveness through better communication tools. (ex: Praxischool)

Faculty & Staff

Enriching & Developing Quality Personnel

- Aiming to be a Christian school that attracts & retains high quality faculty & staff.
- Researching & putting into action a competitive salary structure that recognizes & rewards the dedication of our faculty & staff.
- Encouraging & facilitating faculty advancement both professionally & spiritually.

Community

Forming & Enhancing Long-Lasting Relationships

- Providing & promoting personal connections within the HCA school community – likewise we will will bolster our welcome of new families.
- Boost parent relationships by fostering opportunities for their involvement in building school culture & community.
- Service-learning projects which connect us with our HCA families & surrounding communities.
- Engaging HCA alumni through an annual event and other intentional opportunities.
- Enhancing relationships between staff & parents.

Infrastructure

Expanding to Meet Our facility's Needs

- Designing & establishing a comprehensive “Master Facility Plan” which outlines priorities for future buildouts.
- Boosting the safety & security of our campus through faculty training & the expanded use of technology.
- Enhancing classroom effectiveness through better communication tools, such as Praxi-school software system.
- Adding labs, classrooms, gym, cafeteria, theatre, and bathrooms, all of which will enhance educational opportunities.

Stability

Securing Heartland's Future

- Increasing enrollment to create stability in our academic program, faculty development, and budgetary needs.
- Establishing a fund development program to meet the future needs of our school through donor cultivation, endowment growth, and auxiliary revenue.
- Developing & implementing a marketing strategy that clearly articulates HCA's mission & educational philosophy.
- Establish working board committees.
- Planning in advance to remain debt free.

What does a

Heartland Graduate

look like?

We desire that our students:

SPIRITUALLY

- graduate as deeply committed followers of Jesus Christ.
- prioritize God's word in finding truth, knowing that God's truth is worth finding & following.
- find their place in their communities, knowing that God impacts others through their lives, their spiritual gifts, and through the life-transforming gospel.

INTELLECTUALLY

- think for themselves & learn how to understand the current world as it relates to God's word.
- use technology responsibly, as an effective tool for communication, problem solving, & the dissemination of knowledge.
- grow intellectually, so that they can learn to solve complex problems with both ingenuity & innovation.

PHYSICALLY

- choose a lifestyle that will equip and encourage health and wellness.
- grow in their awareness of a well balanced and healthy lifestyle, one that includes both proper exercise & wise nutrition.
- understand the unique and wonderful physique God has given them and that they can use their bodies in a way that glorifies Him, because we are fearfully and wonderfully made.

EMOTIONALLY

- develop lifelong friendships through Heartland, friendships that are spiritually blessed and emotionally nurturing.
- kingdom in the world.



HCA School Board

Chair:

Jerry Vaughn

V. Chair:

Dan Starkenburg

Secretary:

Erin Folland

Treasurer:

Tom Johnston

Members:

Chelsey Erickson

Debra Steele



It is a great day to be a Heartland Lion!



We Are Grateful

A hearty thank you to parents, faculty, staff, alumni, and students who have contributed to our strategic plan, and in so doing have anticipated a great future for Heartland Christian Academy.

Our First Strategic Plan

We are pleased to present this our first 3-year strategic plan. It is finally in writing. Now let's get to work! Continued success requires continued planning.

As a Guidance Tool

Over the next 3 years Heartland's director, faculty, and staff will be working hard to implement the strategies and recommendations in this plan. As Heartland's school board we will continue to be a support and help guide our school to the future.

Revealing God's Blessings

We are so excited for Heartland's future. God has blessed us with many wonderful families and friendships. He has provided us a solid base with which to develop our curriculum and facilities.

From,

Heartland School Board

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