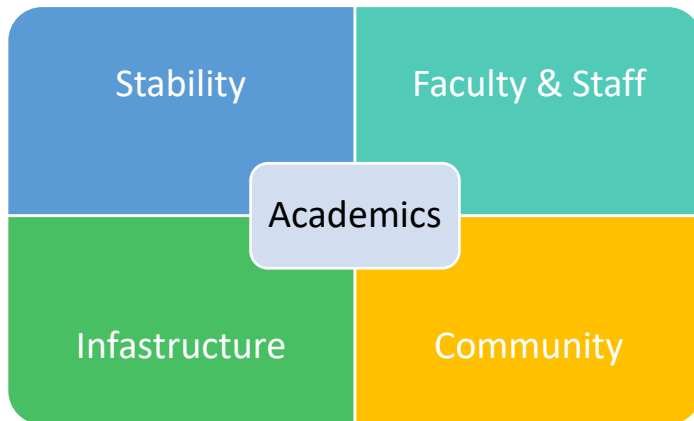


Strategic Plan Update: 11.15.2023



These are the 5 areas of focus for our strategic planning with academics at the core. To ensure a stronger future we know that we need to necessitate financial discipline as well as increase our fundraising & fund development. We envision opportunities in the present with eternal rewards in the future. As secular education crumbles all around us, Heartland stands in the gap by offering a distinct Christian education.

Academics

- BJU Press Curriculum has proven to be a strong component for our school in areas of Biblical worldview, critical thinking, academic rigor, & multiple learning approaches.
- Curriculum Mapping
- CBM's administered 3 times a year to monitor each student's individual progress
- Praxischool
- School Outcomes committee formed

Faculty Staff

- Faculty & staff retention
 - ✓ Fully staffed for 23'-24' with 5+ substitutes
- Competitive salary that rewards dedication
 - ✓ Increased teacher salaries by 5% last year with another 3% this coming year for a total of 8%
- Faculty advancement both professionally & spiritually
 - ✓ Professionally:
 - BJU Exchange Conference for Teachers (3 day conference in summer)
 - CEU's: BJU October 2nd
 - ✓ Spiritually:
 - Staff devotions every morning before school starts,
 - Faculty led Bible studies,
 - spiritual gifts survey completed in 2022 to focus on giftings

Community

- HCA school community
 - ✓ PTO events - Family fun nights, bake sales, parades, & end of the year party
 - ✓ Grandparents day – have completed our 2nd year & have had great turn-out
 - ✓ Pastor Appreciation day - have completed our 2nd year & have had great turn-out
- Boost parent relationships
 - ✓ Kindergarten mom get together
 - ✓ PTO Family events/fun nights

- Service learning
 - ✓ 2nd & 3rd grade singing at hospital, clinic, adult day services, and nursing home x3
 - ✓ 4th through 6th grade did yard work for a community member
 - ✓ K & 1st grade did property clean-up at Heartland
- Engaging HCA alumni
 - ✓ Jorge Prince
 - ✓ Reached out to founding members for 2023 banquet & 2 were able to make it and 1 sent a letter, many others were unable but sent their support/prayers.
- Staff & parent relationships
 - ✓ Looking to establish classroom parents
 - ✓ Want teachers and parents to work together to get classrooms ready for the next school year

Infrastructure

- Master facility plan
- Boosting safety & security
 - ✓ New fire alarm system in Building B
 - ✓ New doors in Building B
- Enhancing communication
 - ✓ Praxischool
 - ✓ Need new phone system
 - ✓ Security & Safety – Looking for a board member with some sort of law enforcement back ground

Stability

- Increasing enrollment
 - ✓ Up 5 to 10 students for 2023-24
 - ✓ Marketing through radio ads: gym interview, festival of thanks, radio day at school, holiday ads...
 - ✓ Banquet/Auction 2023: \$27,794 (net)
 - ✓ Service learning in community
- Fund development
 - ✓ Debra: letters out to grandparents(2022) = \$6,600
 - ✓ Debra: letters out to past donors(2022) = \$6,500
 - ✓ Board: reached out to local churches(2022) = \$100,000
 - ✓ Grant writing research
- Marketing Strategy
 - ✓ Increased radio ads & word of mouth
 - ✓ Increased community service learning
- Established working board committees
 - ✓ See last page for committees and their chairs/members & meeting times.
- Advanced planning to remain debt free
 - ✓ Grant writing

***check marks are items that we have completed*

****Highlighted areas are still being addressed at school board meetings**



Nominating

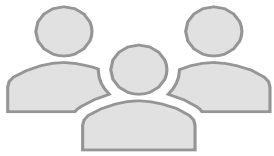
- Will provide the board with suitable candidates to fill board positions
- Tabled



Finance

Give careful scrutiny to the school's audit, financial report, & matters of fiduciary responsibility of the board. It does not manage or develop the line-by-line operational budget, as this is the responsibility of the administrator/operations director.

- **CHAIR:** Tom Johnston **Members:** Seth Van Dyke & Max Cloose
- **MEETINGS:** 2nd Monday of each month at 11am at Leukens North



Personnel

Advising on sensitive personnel issues such as planning for the evaluation of the administrator or hearing grievances from a member of the staff.

- **CHAIR:** Dan Starkenburg **Members:** Sherry Wetschreck, Chuck Horsager, Douglas Daube, & Seth Van Dyke
- **MEETING:** 1st meeting 5/15/2023



School Outcomes

Monitors through the administrator, issues of the expected student outcomes & related items of academic achievement, worldview, & spiritual formation.

- **CHAIR:** Erin Folland **Members:** Adrienne Simula, Seth Van Dyke, & Elycia Veit
- **MEETINGS:**



Fundraising & Marketing

- **CHAIR:** Chelsey Erickson **Members:** Chelsey Crotty & Megan Beighley
- **MEETINGS:** TBD



Facilities

- **CHAIR:** Debra Steele **Members:** James Madigan
- **MEETINGS:** TBD