

WVMS Strategic Plan

Approved 9/22/10; Revisions Approved 10/12/11

Item		Responsible Person/Entity
Year 1	<p>Internal Marketing: Communicate to parents and others within the school community the relationship between all student programs and the school mission.</p> <ul style="list-style-type: none"> • Establish and train a Parent Relations and Education Program (PREP) task force that includes the Admissions Director, Faculty, and other members with good marketing and/or communication skills • Consider a newsletter • Highlight our successes • Describe individual stories that illustrate achieving our mission • Communicate the “Portrait of a Graduate” and “Purpose and Outcomes Statement” described below to the WVMS community. 	<p>PREP task force HOS</p>
	<p>Develop the WVMS “Portrait of a Graduate,” which is a list of 4-5 qualities that we want to see in WVMS graduates (linked to our Mission Statement).</p> <p>Similarly, develop “Purpose and Outcomes Statements”, which is a list of 10-15 qualities that define faculty excellence that relate to the mission statement and to the Portrait of a Graduate. This list should focus on the behaviors, values, and attitudes that must be present within the faculty in order to achieve the mission and portrait of a graduate.</p>	<p>HOS, Faculty, PREP task force</p>
	<p>Develop structured Trustee selection process including strategic board development (i.e., profiling) to prepare specifically for issues related to facility and related capital campaign.</p>	<p>Committee on Trustees</p>
	<p>Continue discussions with Wyoming Seminary regarding shared resources and recommend further collaboration.</p>	<p>Curriculum Committee</p>
	<p>Teamwork: Facilitate an environment of collaboration, open communication, and respect between the faculty and staff.</p>	<p>HOS Consider Faculty Liason</p>
	<p>Assess how to improve student retention throughout toddler, primary, and elementary settings and implement simple strategies to improve recruitment and retention</p>	<p>HOS PREP Task Force Admissions Director</p>
	<p>Improve the focus and effectiveness of Annual Campaign</p>	<p>Development Committee</p>
	<p>Reevaluate current 5-year strategic financial plan</p>	<p>Finance Committee</p>
	<p>Develop and implement a faculty evaluation tool</p>	<p>HOS</p>
	<p>Develop and complete a HOS Evaluation</p>	<p>HSEC</p>
Year 2 (2011-2012)	<p>Determine faculty/staff salary goals and develop operations budget for year 3 showing faculty/staff salary increase to reach 25% of salary goal.</p>	<p>HOS Finance Committee</p>
	<p>Review the recent history of marketing our Montessori product and determine which strategies were most effective.</p>	<p>HOS Admissions Director</p>
	<p>Evaluate employee benefits and recommend plan for improvement (completed)</p>	<p>HOS Business Mgr Finance Committee</p>
	<p>Institute review process designed to convert faculty evaluation system into professional-growth-focused system.</p>	<p>HOS</p>
	<p>Develop an alumni relations program involving students who have graduated in the last 1-2 years.</p>	<p>Development Committee HOS Marketing Task Force</p>

	Develop new Trustee orientation program	Committee on Trustees
	Transition PREP Task Force into a Marketing Task force to advise on marketing issues.	Marketing Task Force HOS, Finance
	Continue PREP activities described in year 1; Communicate portrait of graduate to WVMS community	Marketing Task Force HOS
	Complete a facility assessment involving a walkthrough and written report by architect and electrical / Mechanical professionals	HOS Bldg/Grounds Committee
	Complete physical space assessment (i.e., will need to measure rooms to determine SF) of existing program and projected new/future program.	HOS lead, Maintenance Bldg/Grounds Committee
	Begin review of other properties / facilities that could meet space assessment of projected new/future program.	HOS, Bldg/Grounds Committee
Year 3 (2012-2013)	Develop a facility plan regarding renovation vs. moving to new site vs. building new site	Bldg/Grounds Committee
	Host open forums to communicate issues related to the facility with stakeholders (faculty, staff, families, etc.)	Reps from HOS, Finance, Bldg/Grounds, BOT cabinet
	Increase faculty/staff salary to reach 50% of goal	Finance Committee
	Purchase a database to manage data related to admissions, enrollment, curriculum, alumni, and development.	HOS Finance Committee Admissions Director
	Research additional potential collaborative programs with local colleges/schools to enhance academic programming (e.g., language, science, arts, athletics)	Curriculum Committee HOS
	Implement cash reserves equaling 10% of operating budget	Finance Committee
Year 4 (2013-2014)	Transition Admissions Director into Director of Advancement, a position that oversees admissions, enrollment, alumni, development, and marketing	HOS Admissions Director
	Hire a database manager	HOS, Finance Committee
	HOS will be spending 50% of time working on development strategy and provide monthly updates of activities in HOS report.	HOS
	Increase faculty/staff salary to reach 75% of goal	Finance Committee
	Initiate silent phase of capital campaign with guidance from an external professional consultant	Development Committee
	Increase professional development budget to 1.5-2% of operating budget and ensure professional development is incorporated into faculty staff evaluation process	HOS Finance Committee
	Finalize future facility plans	Bldg/Grounds Committee Finance Committee
Year 5 (2014-2015)	Increase faculty/staff salary to reach 100% of goal	Finance Committee
	Implement cash reserves equaling 10-15% of operating budget	Finance Committee
	Create new 5-6 year strategic plan	Full Board

Other items: Accreditation self-study – Mr. Puhalla to advise on which year for placement