

# Grand Haven Christian School

## Long Range Strategic Plan - Strategy #1 - Finance

### 2016

#### **Strategy #1:**

Provide an affordable Christian Education for all who desire one for their children.

#### **Background:**

1. General perception is that Christian/private education is not affordable to "most".
2. Church financial support for GH Christian is at an all time low.
3. Tuition support options by business or private individuals are not available or advertised
4. GHCS is not accessing the necessary supplemental financial resources.

#### **Objectives:**

1. Creatively promote ways to communicate the affordability of Christian Education.
2. Approach churches and develop partnerships to make tuition more affordable.
3. Tailor giving option for donors and business sponsors.
4. Explore creative tuition programs.
5. Solicit grants.
6. Determine new and better ways to raise funds along with the CAO and GRACE board.

#### **Metrics / SMART Goals**

**Specific Measurable Actionable Realistic Timely**

This is how we will measure & recognize success:

- 1.
- 2.
- 3.
- 4.

#### **Actions:**

| # | Action | Resp | Due | Status |
|---|--------|------|-----|--------|
| 1 |        |      |     |        |
| 2 |        |      |     |        |
| 3 |        |      |     |        |
| 4 |        |      |     |        |

#### **Committee Members:**

|               |              |
|---------------|--------------|
| Mark Van Beek | Amber DeHaan |
| Lee Sytsma    | Jake Wisner  |
| Curt Ter Haar | Tim Annema   |
| Jon Giaimo    |              |

# Grand Haven Christian School

## Long Range Strategic Plan - Strategy #2 - Marketing

### 2016

#### **Strategy #2:**

Develop an intentional, aggressive, focused marketing plan to promote the value of GHCS to current families and the broader community.

#### **Background:**

1. What do we offer? What makes us different? Who are we? Why are we here?
2. The community does not know GHCS.
3. Social media (Facebook, Instagram, Twitter, etc.)
4. We must tell our story!
5. We must reach out!
6. We must reach in!

#### **Objectives:**

1. Promote GHCS unique educational programs.
2. Invest in diverse advertising campaign.
3. Establish a solid social media presence.
4. Create and share and use rich multimedia to tell our story.
5. Host Community activities.
6. Install video screens at all school entrances for advertising & communication.

#### **Metrics / SMART Goals**

**Specific Measurable Actionable Realistic Timely**

This is how we will measure & recognize success:

- 1.
- 2.
- 3.
- 4.

#### **Actions:**

| # | Action | Resp | Due | Status |
|---|--------|------|-----|--------|
| 1 |        |      |     |        |
| 2 |        |      |     |        |
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#### **Committee Members:**

Kristin Clausing, Chairperson  
Tim Annema  
Anne Zuidema  
Caryn Navis  
Melissa Warp

# Grand Haven Christian School

## Long Range Strategic Plan - Strategy #3 - Programming

### 2016

#### **Strategy #3:**

Explore and develop unique academic programs to set GHCS apart from other schools.

#### **Background:**

Grand Haven Christian School is surrounded by outstanding schools. Besides being a Christian school what else can we (should we) be known for (*Technology, Language Immersion, STEM or STEAM*)?

#### **Objectives:**

Investigate the implementation of the following programs:

1. Language Immersion
2. Alternative calendar
3. Interim opportunities
4. Alternative grade structure
5. Gifted & Talented curriculum
6. Technology focused
7. Specific theme school
8. Other?

#### **Metrics / SMART Goals**

**Specific Measurable Actionable Realistic Timely**

This is how we will measure & recognize success:

- 1.
- 2.
- 3.
- 4.

#### **Actions:**

| # | Action | Resp | Due | Status |
|---|--------|------|-----|--------|
| 1 |        |      |     |        |
| 2 |        |      |     |        |
| 3 |        |      |     |        |
| 4 |        |      |     |        |

#### **Committee Members:**

Tim Annema, Chairperson  
Dave VerMerris  
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Brady Proctor

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Stuart Vander Heide

# Grand Haven Christian School

## Long Range Strategic Plan - Strategy #4 - Community

### 2016

#### **Strategy #4:**

Strengthen the broader Christian School community.

#### **Background:**

1. Lack of school unity. Families do not know one another. Lack of community.
2. New families feel left out and find it hard to connect. PK families are not part of the school.
3. How does the school worship as community family?
4. How does the school reach out to churches that we lack a connection with?
5. How do we connect with and reach out to our neighborhood we are part of?
6. How do we connect with and reach out to the community we are part of?

#### **Objectives:**

1. Promote family connections PK-8.
2. Find new ways to embrace new families.
3. Create community through combined worship.
4. Strengthen our neighborhood connection.
5. Retain all of our students PK through 8th grade.

#### **Metrics / SMART Goals**

**Specific Measureable Actionable Realistic Timely**

This is how we will measure & recognize success:

- 1.
- 2.
- 3.
- 4.

#### **Actions:**

| # | Action | Resp | Due | Status |
|---|--------|------|-----|--------|
| 1 |        |      |     |        |
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| 3 |        |      |     |        |
| 4 |        |      |     |        |

#### **Committee Members:**

Tim Annema  
Kristin Clausing  
Ann Claire Achey  
Sherri Bradford-Royle

Scott Faith  
Wailand Groenendyk  
Andrea Tejchma  
Chris Williams

# Grand Haven Christian School

## Long Range Strategic Plan - Strategy #5 - Faith Development

### 2016

**Strategy #5:**

Strengthen the development of the whole child through their identity in Christ, to shine academically and spiritually.

**Background:**

1. Do we challenge all students, at all levels of learning?
2. Do we as parents walk the talk? How do we put faith into action for our students?
3. How to develop leaders and create life long opportunities?

**Objectives:**

1. Create program(s) to reach students at all levels of learning and provide them with strong support to achieve excellence.
2. Encourage parents and teacher to model their personal spiritual walk and to share testimonies with students.
3. Increase opportunities for middle school leadership.
4. Equip students to be able to articulate their faith and personal relationship with Jesus Christ.
5. Develop curriculum and tools to be able to track and measure spiritual growth PK-8.

**Metrics / SMART Goals**

**Specific Measurable Actionable Realistic Timely**

This is how we will measure & recognize success:

- 1.
- 2.
- 3.
- 4.

**Actions:**

| # | Action | Resp | Due | Status |
|---|--------|------|-----|--------|
| 1 |        |      |     |        |
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**Committee Members:**

- |                       |                    |
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| Kristin Clausing      | Wailand Groenendyk |
| Ann Claire Achey      | Andrea Tejchma     |
| Sherri Bradford-Royle | Chris Williams     |