



KALAMAZOO CHRISTIAN SCHOOLS

Undeniably Christian. Academically Excellent.

“What is a Strategic Plan?”

What is a Strategic Plan? How do you make one?

How does a school make important decisions about our future? How does a school continue to evaluate and move forward? Questions like these often get raised by our school community. It is important for us to engage in this process so we are on the same page in making decisions about our school.

The latest strategic plan or map to our future, was developed in the spring/summer of 2019 - yes, just before the pandemic hit. That spring Kalamazoo Christian held a number of listening sessions with our community to understand four questions. What about Kalamazoo Christian have people really enjoyed? What are the hopes and dreams our community has about Kalamazoo Christian? What are the challenges of us reaching those dreams? What are the constraints stopping us from reaching our dreams?

We compiled all the data from the various listening sessions and funneled the responses into categories. These categories were then grouped into 6 areas: Education, Facilities, Finance/Development, Marketing, Governance and Diversity. The School Board along with the staff spent the summer looking through the data and making strategic goals that were SMART. Our goals had to be specific, measurable, achievable, relevant and timebound.

In the fall of 2019 we initiated our Strategic Plan and posted a summary of these goals on our website for our community. We are nearing the end of this plan and have accomplished most of our stated goals. Here are the goals broken down:

Education:

- Revamped our professional development and teacher goals.
- Developed Faithlines and provided consistent reflection for teacher implementation.
- Added new courses at all levels - Nature Preschool, Outdoor Education K8, Gifted and Talented programs and additional Academic Support at K8, HS Bible classes, comet time, senior capstone projects and coding at HS.

Facilities:

- Built a new gymnasium and two new classrooms at 12th Street.
- Developed a new site plan for future use at 12th Street.
- Remodeled HS office and parking lot.
- Updated HS Band/Choir room.

Finance/Development:

- Started a Capital Campaign to eliminate debt and build the MS gym.
- Developed internal financial control policies.
- Exploring options to increase Financial Aid to families.

Marketing:

- Developed a recruitment and retention plan for current and new students.
- Updated our branding logo for both our athletics and our academics.
- Hired a communication specialist to help us tell the story of Christian Education.

Governance:

- Studied effective boards.
- Implemented board training.
- Updated our board policy manual and association by-laws.

Diversity:

- Established a task force (Committee on Biblical Righteousness and Racial Reconciliation) to engage in understanding & addressing racism with the KCSA community.
- Conducted an internal audit of Kalamazoo Christian's policies and practices.

We are grateful for the hard work of the KCS School Board, Community and Staff in accomplishing all of these stated goals.

We look forward to the future of Kalamazoo Christian Schools!

- **Marc Verkaik, Head of School**

