



# WICHITA COLLEGIATE SCHOOL

## STRATEGIC PLAN 2015-2020

The mission of Wichita Collegiate School is to empower students to be tomorrow's leaders.

### EDUCATIONAL PROGRAM

The educational program is the hallmark and the foundation for the experience of every Collegiate student, from age 2 through Grade 12. The Board and the Administration are committed to continually evolving and improving Collegiate's program to offer the very best educational opportunities to enhance the lives of our students and to prepare them for college and for life. To that end there are seven action items specific to the educational program.

#### ACTION ITEMS FOR EDUCATIONAL PROGRAM:

- Enhance the academic program to include 21<sup>st</sup> century skills
- Create an innovative thought leadership program
- Strengthen foreign language program
- Expand support for students with learning differences
- Capitalize on national resources for education
- Expand entrepreneurship program
- Create a flagship technology program

### FACULTY & ADMINISTRATION

A high-quality learning environment requires a high-quality faculty and administration. Collegiate is committed to attract, develop, and retain talent to create the highest quality educational community for our students and families. To achieve these goals requires four action items.

#### ACTION ITEMS FOR FACULTY AND ADMINISTRATION:

- Create a leadership succession plan
- Attract and retain high performing teachers
- Enhance the professional development program
- Ensure education accessibility for children of faculty and staff

### FUNDRAISING

WCS relies on the generosity of the school community to enhance facilities and to build endowments to ensure the long-term financial success of the school. Tuition dollars cover the direct costs of educating our students, but do not allow for significant capital improvements. When embarking on a new capital improvement, the goal is always to be completely underwritten before starting the project. This financially conservative approach maximizes the amount of dollars focused on directly educating students. Collegiate has deliberately avoided assessments or unexpected fees, instead relying on direct fundraising efforts. The fundraising aspect of the Strategic Plan encompasses four action items.

#### ACTION ITEMS FOR FUNDRAISING:

- Build our endowment
- Enhance the Collegiate annual fund campaign
- Develop a planned giving program
- Implement a donor relationship program

### BOARD GOVERNANCE

The Board of Trustees is responsible for the fiscal and strategic oversight of WCS. It is an elected body, responsible for creating and fulfilling the Strategic Plan, safeguarding the mission, and enacting policies. The Board can include up to 25 members, all of whom have a personal connection to the school and care about its mission. The Board serves as the primary fundraising resource and ensures operational excellence. Five action items have been identified in the area of board governance.

#### ACTION ITEMS FOR BOARD GOVERNANCE:

- Commit to the Strategic Planning process
- Develop Board profile and nomination and training process
- Increase cash reserves
- Organize the Board committee structure annually

### MARKETING

A Collegiate education is inspiring and exciting. The goal is to create a compelling marketing plan to communicate the WCS brand, create a sense of community, build waiting lists, and increase enrollment. Communicating the value of a Collegiate education to the community will ensure that the school is top-of-mind for families considering or actively seeking an independent school education. To achieve these goals involves five action items.

#### ACTION ITEMS FOR MARKETING:

- Identify and communicate our brand differentiators
- Increase marketing budget
- Manage class sizes
- Develop a program to increase enrollment of alumni children
- Develop plan to leverage parent survey results