



# FUQUA SCHOOL

*Boundless Individual Potential*

Community Meeting 2019-2020

## Why Are We Here?

- ❖ To review who we are and what we strive to offer every child
- ❖ To share some of what we have been focusing on this year and our goals for the future
- ❖ To communicate with families about how the school operates
- ❖ To offer transparency around the school's decision-making process and finances



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## Our Mission

To create a safe and supportive learning environment which fosters the development of boundless individual potential.

## Our Values

Honesty, Responsibility, Kindness, Compassion, Respect, Commitment, Perseverance, Cooperation, and Fairness



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## Our Pledge

- ❖ To provide the best possible independent school education in Southside Virginia
- ❖ To continually learn and improve – thus modeling what we expect from our students everyday
- ❖ To partner with families and the community to meet the individual needs of our students



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## Goals for 2019-2020

1. Operate the school effectively and in a manner that aligns with our mission and core values
  1. Review Parent Survey
  2. Review benchmarks we have established over the last five years
2. Develop and implement a plan for a Flexible Tuition program
3. Successfully complete the 10-year VAIS re-accreditation process



## Parent Survey Results - strengths

Fuqua School communicates frequently and effectively about the School's goals and activities through the Annual Report, the *Falcon Flyer*, the school website, social media, and the annual community meeting

**Agree (strongly-somewhat) – 96%**

**Disagree (strongly-somewhat)– 4%**

The creation of a STEAM Lab in the LS/MS and increased STEAM programming in US have increased the value of a Fuqua School education

**Agree (strongly-somewhat) – 94%**

**Disagree (strongly-somewhat)– 6%**

Fuqua School has made strides towards collaborating with community partners, and students benefit from growing relationships with local colleges, civic organizations, businesses, and nonprofits

**Agree (strongly-somewhat) – 93%**

**Disagree (strongly-somewhat)– 7%**

Fuqua School provides opportunities for families to be involved in the life of the school

**Agree (strongly-somewhat) – 93%**

**Disagree (strongly-somewhat)– 7%**

Fuqua School's focus on core values such as honesty, commitment, and compassion is an important factor in deciding to send our child to the school

**Agree (strongly-somewhat) – 91%**

**Disagree (strongly-somewhat)– 9%**



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## Parent Survey Results – areas of focus

Fuqua School provides opportunities for students to participate in activities that interest them

Agree (strongly-somewhat) – 87%      Disagree (strongly-somewhat)– 13%

Fuqua School offers programming that helps students connect what they are learning in school to success in life

Agree (strongly-somewhat) – 85%      Disagree (strongly-somewhat)– 15%

Fuqua School ensures the effective use of financial resources

Agree (strongly-somewhat) – 84%      Disagree (strongly-somewhat)– 16%

My child's teachers meet his/her learning needs by individualizing instruction

Agree (strongly-somewhat) – 83%      Disagree (strongly-somewhat)– 17%

Fuqua School provides learning resources that are current and in good condition

Agree (strongly-somewhat) – 80%      Disagree (strongly-somewhat)– 20%



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## Benchmarks of Success

Continue to personalize our program to meet the individual needs of each student.

- ❖ College classes taken by US students
  - ❖ 12 classes through H-SC
  - ❖ 1 class through Longwood University
  - ❖ 3 classes through Liberty University
  - ❖ 2 classes through SVCC
- ❖ 21 externships completed or in progress
- ❖ 9 internships completed or in progress
- ❖ 4 independent studies completed or in progress
- ❖ 4 AP or Honors online classes completed or in progress





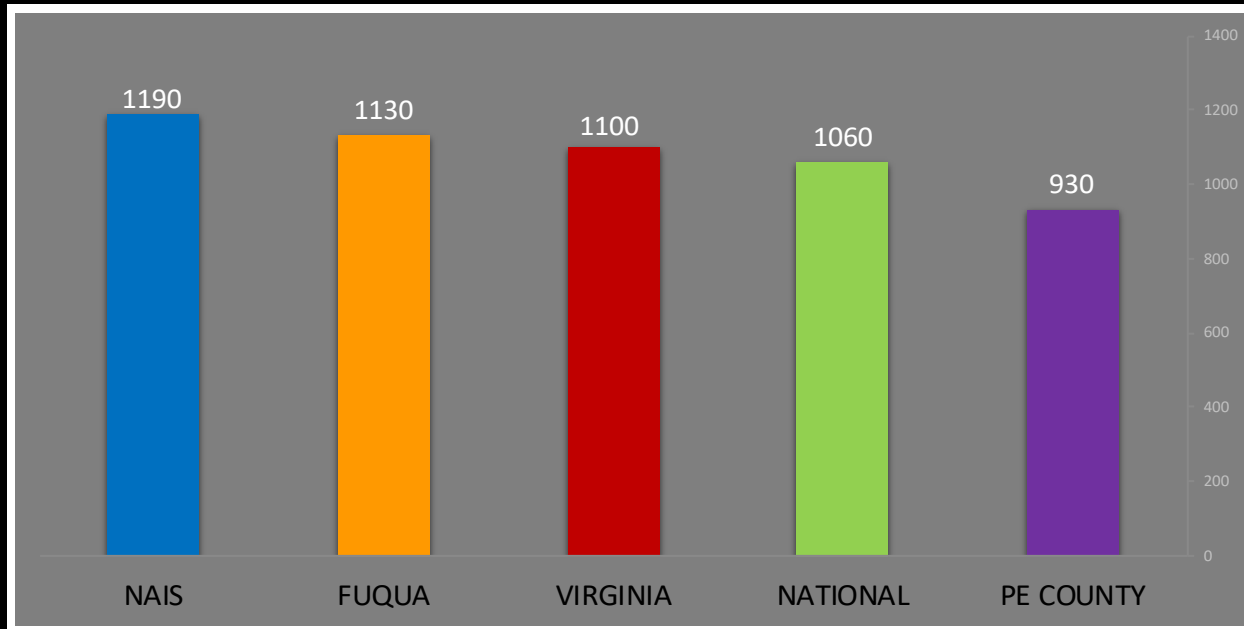
## Benchmarks of Success (cont.)

- ❖ Our graduating seniors have been offered collectively between \$1.9 and \$6.6 million annually in academic college scholarships.
- ❖ In 2019 the average scholarship package per graduate was \$59,375!
- ❖ 91% of our current seniors were accepted into their first-choice schools.
- ❖ Our students are accepted into a range of prestigious colleges and universities, including among others UVA, VA Tech, William and Mary, VMI, The United States Military College at West Point, University of Richmond, and Washington and Lee.



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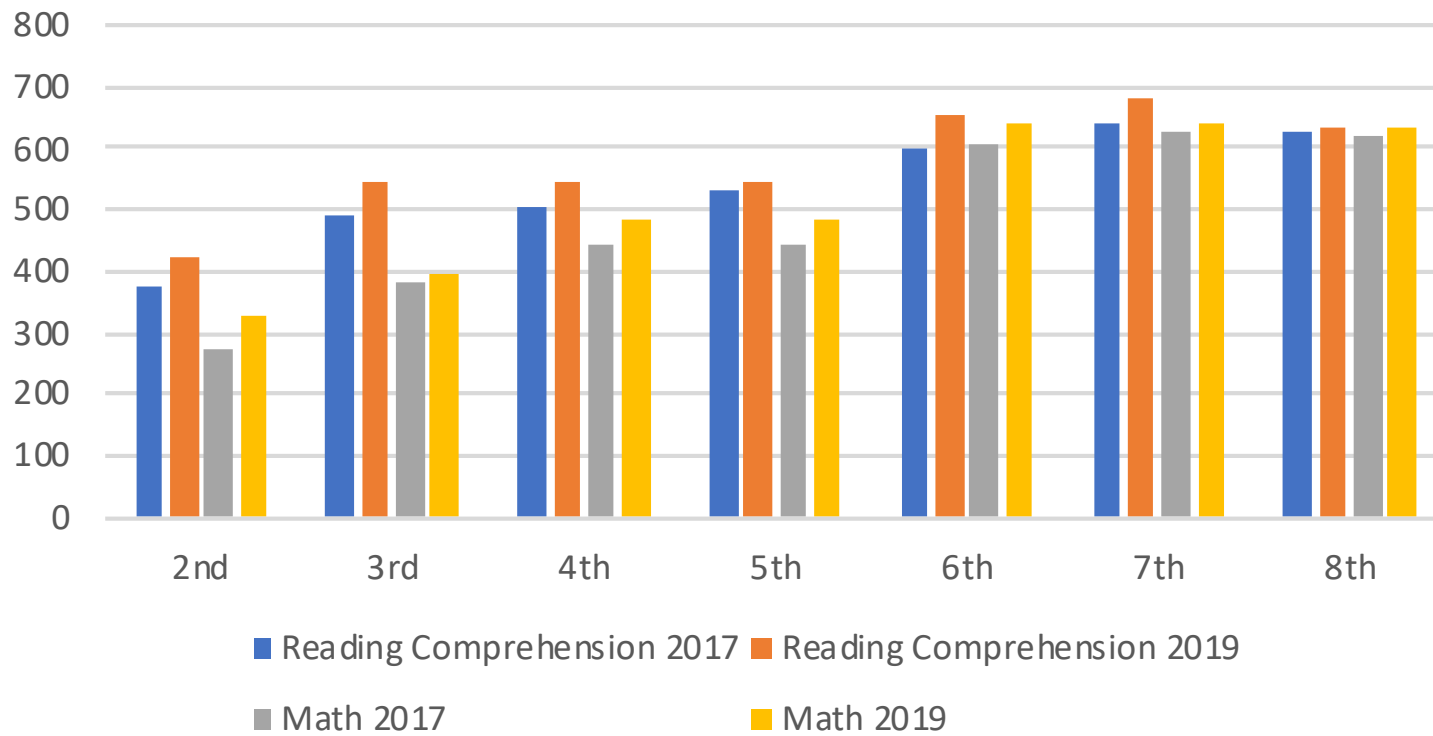
## Benchmarks of Success (cont.)



*SAT Average combined critical reading and math*

## Benchmarks of Success (cont.)

### LS/MS ERB Scores



## Benchmarks of Success (cont.)

We have qualified for over \$40,000 in Title I, II, and IV funding.

- ❖ Title I – Supports salaries for employees
- ❖ Title II – Supports resources and materials for teachers and teacher professional development
- ❖ Title IV – Supports STEAM initiatives on preK-8



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## Tuition Markers for '19/'20

<u>School</u>	<u>Average Tuition</u>	<u>Grade levels</u>
Amelia Academy	\$6,200	K-12
*Brunswick Academy	\$7,100	K-12
Liberty Christian Academy	\$7,300	K-12
Kenston Forest	\$7,500	K-12
*Tidewater Academy	\$7,500	K-12
*Fuqua School	\$8,900	K-12
Roanoke Catholic	\$9,000	K-12
New Covenant School	\$9,500	K-12
Blessed Sacrament	\$10,600	K-12
*Eastern Mennonite	\$10,900	K-12
*Carlisle School	\$11,000	K-12
*Millwood School	\$15,500	K-12
*Covenant School	\$18,000	K-12
*Chatham Hall School	\$21,500	9-12
*VES	\$23,000	9-12

\*VAIS Accredited Schools

Schools in **Gold** are commuting distance from us



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# Flexible Tuition

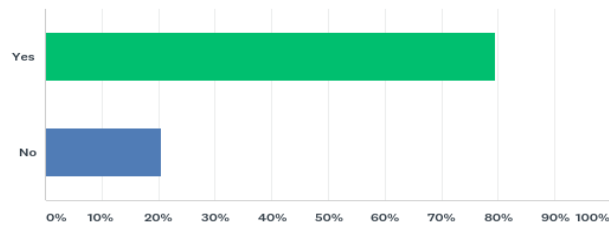
[Broadening Access and Increasing Enrollment Through Flexible Tuition](#)



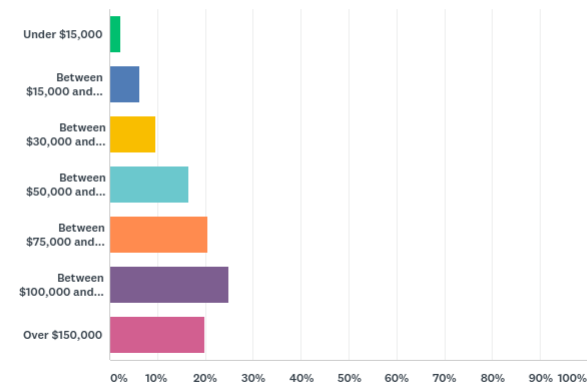
## Flexible Tuition (cont.)

Input from school families (156 respondents):

Q1 Would you consider participating in a Sliding-Scale Tuition Program if one was offered by Fuqua School?



Q3 In which of the following ranges does your annual household income fall?



## Flexible Tuition (cont.)

Input from the community outside of Fuqua School (162 respondents):

### Tuition Strategy-Sliding Scale



Tuition cost can often be a factor in the decision-making process when applying/attending a private school? Private schools frequently consider different tuition strategies. If a school moved to a *sliding scale* tuition strategy where tuition rates are customized according to each family's ability to contribute to their educational expenses, with a maximum tuition threshold, would your image of the school - - -

	Total N=162	Preschool N=96	K-5 <sup>th</sup> N=66
Improve	48%	64%	25%
Stay the same	47%	31%	70%
Decrease	5%	5%	5%

Based upon respondent evaluation, it appears that a sliding scale strategy would be viewed most positively and would make a most positive impact on the Fuqua School's brand if adopted. (Ref Q21)

Q20. See Above



## Flexible Tuition (cont.)

The what/why/how of Flexible Tuition at Fuqua School?

- ❖ What? - Flexible Tuition is an “opt-in” program that aligns a family’s tuition with their financial resources.
- ❖ Why? - The purpose of Flexible Tuition is to make a Fuqua School education more accessible to a larger number of families in our community and to optimize enrollment thus reducing costs for all families.
- ❖ How? – Simply enter your household income into the [tuition calculator](#) on the Fuqua School website to get a tuition estimate. To apply for Flexible Tuition complete the [FT Application through FACTS](#).

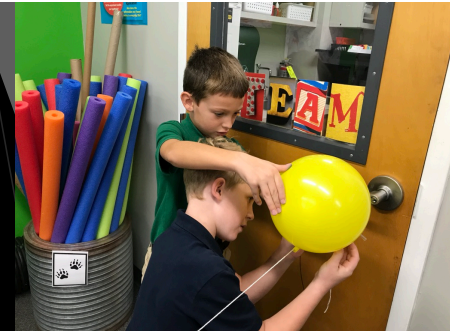
Pre-kindergarten (Half Day)	\$3,500 - \$4,370
Pre-kindergarten (Full Day)	\$3,500 - \$6,180
Lower School (Grades K-5)	\$3,500 - \$8,860
Middle School (Grades 6-8)	\$3,500 - \$9,885
Upper School (Grades 9-12)	\$3,500 - \$9,980



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## Flexible Tuition Launch

- ❖ Mid-January email from Head of School announcing the official launch at the beginning of February with follow up information in the *Falcon Flyer*
- ❖ Social media posts with boosts inviting families to the Community meeting to learn more about Flexible Tuition
- ❖ Revamping of admissions page on the [website](#) to highlight Flexible Tuition
- ❖ Four Open Houses featuring Flexible Tuition announced on social media with boosts and posted on website
- ❖ Launch of Digital Marketing Campaign on February 1 to advertise Fuqua School and Flexible Tuition. Using Geofencing and Search Engine Marketing (SEM)
- ❖ Postcards mailed to prospective families advertising open houses and Flexible Tuition
- ❖ Word of mouth – grab a flyer and spread the word!



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# VAIS Accreditation Process

## ❖ Strategic School Self-Study

- ❖ Outline of our progress towards meeting our strategic initiatives and includes strengths and areas for improvement - correlation between strategic initiatives feedback in parent survey
- ❖ A description of how we are meeting the 10 VAIS standards

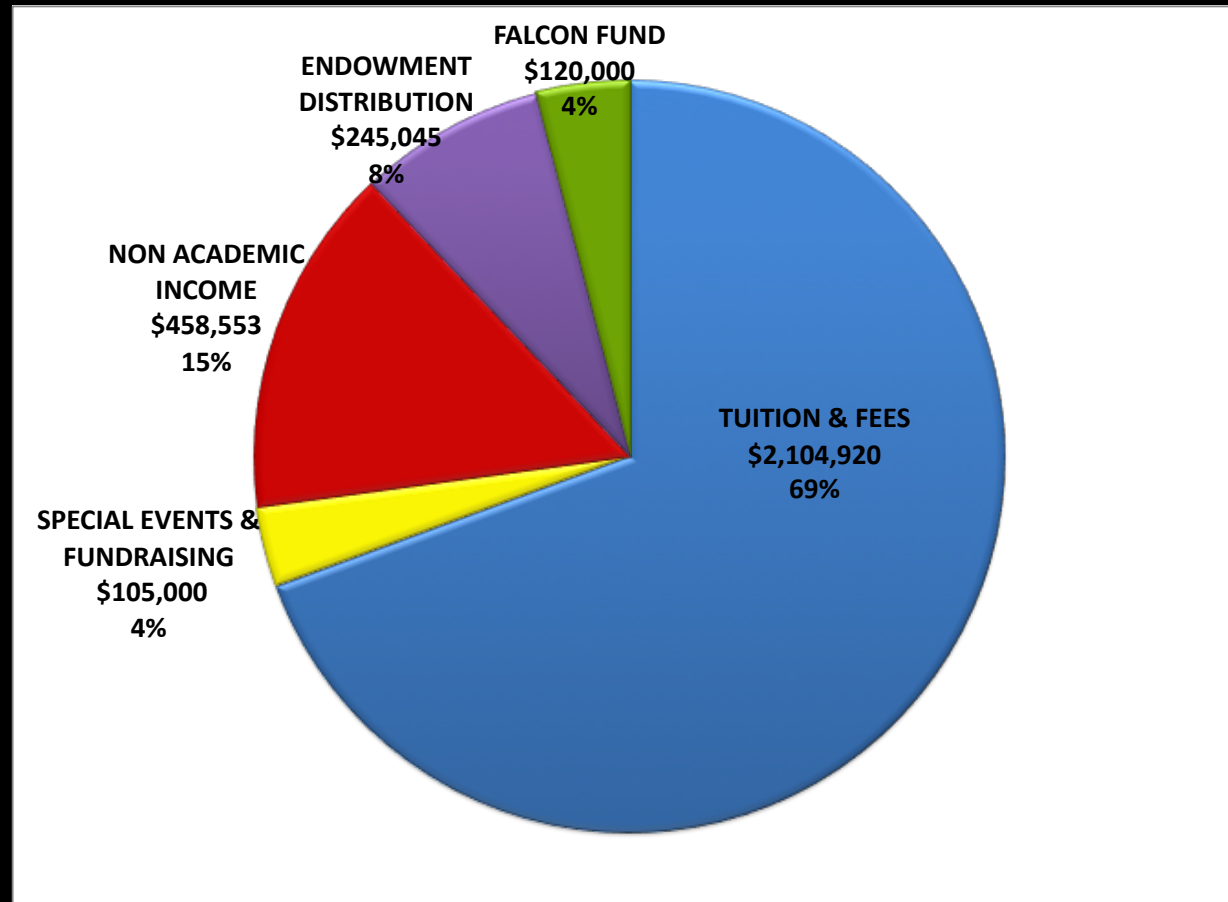
## ❖ Preliminary visit and full visit of the VAIS Accreditation Team

## ❖ Accreditation Team report to VAIS Board

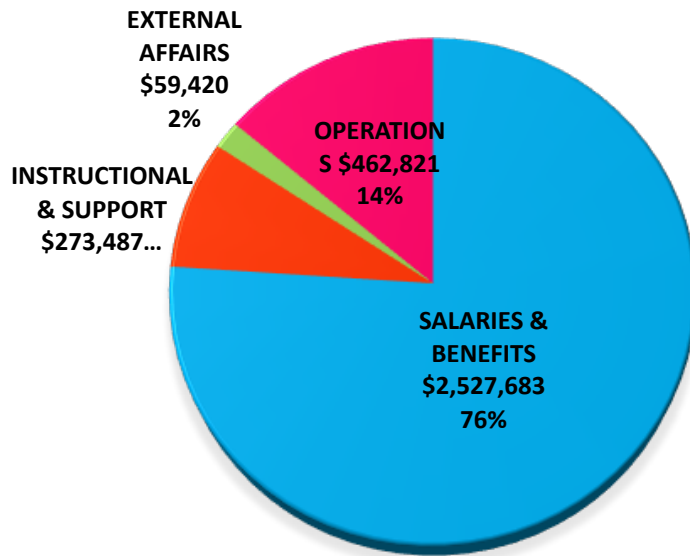


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## 2019-2020 Fuqua School Finances - Income




# 2019-2020 Fuqua School Finances - Expenses



**DAKI-MENAN**  
(OUR LAND)  
THIS LAND BELONGS TO OUR PEOPLE

SOME ARE DEAD  
SOME ARE LIVING  
BUT MOST ARE  
NOT YET BORN



THIS LAND IS  
**NOT FOR SALE**  
TEME-AGAMA ANISHNABAI

The image shows a green poster with a red border. At the top, the title 'DAKI-MENAN' is written in large, bold, red letters, with '(OUR LAND)' in smaller black letters below it. Underneath, the text 'THIS LAND BELONGS TO OUR PEOPLE' is written in black. To the left of a map, there are four lines of text: 'SOME ARE DEAD', 'SOME ARE LIVING', 'BUT MOST ARE', and 'NOT YET BORN'. The map in the center shows the outline of the Daki-Menan region, divided into several smaller areas, with a red circle highlighting a specific location. Below the map, the text 'THIS LAND IS' is written in black, followed by 'NOT FOR SALE' in large, bold, red letters. At the bottom, 'TEME-AGAMA ANISHNABAI' is written in black.



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## Re-enrollment Process

- ❖ Re-enrollment will begin today and run through March 20
- ❖ Each current family will receive an email with a link to complete the re-enrollment process
- ❖ Apply for Flexible Tuition as soon as possible
- ❖ Tuition and Fees for 2020-2021 (handout)
- ❖ 2020-2021 Draft School Calendar (handout)
- ❖ Flexible Tuition Information (handout)
- ❖ Summer Camp Brochure (handout)



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# Questions ?



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