

Making Our Mark on the Future  
Strategic Plan: Vision 2018

SAYRE  
SCHOOL  

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MAKE·YOUR·MARK





Dear Sayre Families and Friends,

We are pleased to present Sayre School's five-year strategic plan, Vision 2018: Making Our Mark on the Future.

Strategic plans, first and foremost, promote and advance the mission of the school. The first step in our process began last September with a review and revision of our Mission Statement by the Board of Trustees with input from the faculty.

#### The Mission

"Sayre School is an innovative and inclusive learning environment that empowers students to achieve academic excellence, embrace challenge and cultivate integrity in order to lead purposeful lives in an ever-changing world."

With our revised mission in place, we turned to the work of developing our strategic plan. Vision 2018: Making Our Mark on the Future is the result of a collaborative effort of 45 volunteers from our faculty, current and past parent, administrator and alumni communities who served on one of four subgroups charged with developing the main categories of our strategic plan.

1. Programs and Faculty of Distinction
2. The Sayre Story: Our Value, Our Growth
3. A Platform to Learning: Our Facilities, Our Campus
4. Anchoring the Future Through Financial Sustainability

The work of these subgroups was presented to the Board Strategic Planning Committee who, working with the Leadership team, refined the recommendations into Vision 2018: Making Our Mark on the Future.

You will see that we remain firmly focused on providing the best educational experience for our students, nurturing and valuing our outstanding faculty, and ensuring that our facilities reflect the high-caliber work taking place on campus. For 159 years, Sayre has proudly fulfilled the vision of our founder, David Sayre, by providing "An education of the widest range and highest order." Vision 2018 builds on David Sayre's legacy and ensures that our students will continue to Make Their Mark in the world with excellence and integrity.

Stephen Manella  
Head of School

Rudolph Schmidt  
Chair, Board of Trustees

# MAKING OUR MARK ON THE FUTURE

## Strategic Plan: Vision 2018

### OUR MISSION:

Sayre School provides an innovative and inclusive learning environment that empowers students to achieve academic excellence, embrace challenge, and cultivate integrity in order to lead purposeful lives in an ever-changing world.

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# I. PROGRAMS AND FACULTY OF DISTINCTION

## GOAL STATEMENT

In 2018, Sayre School will be recognized regionally as the preeminent college preparatory institution because of its innovative programs and distinguished faculty who foster the exemplary achievement and character of its students.



# PROGRAMS AND FACULTY OF DISTINCTION

## STRATEGIC AGENDA

### Programs

- A. Enhance academic programs by increasing experiential learning and enrichment opportunities that capitalize on community partnerships with academic, business and governmental organizations.
- B. Expand cross-divisional programming for character and leadership development addressing issues of ethics and perseverance in the face of challenges.
- C. Enrich academic learning support in grades Preschool through 12 to maximize student achievement.
- D. Continually assess that Sayre's technology philosophy supports 21st Century learning practices.
- E. Increase the quality and visibility of athletic teams and arts programs to cultivate and celebrate the development of student talents across all divisions.

### Faculty

- A. Provide a competitive compensation and benefits plan to solidify Sayre's position as a regional leader and destination for high-caliber faculty and staff.
- B. Ensure that hiring procedures and priorities target candidates who are committed to a multi-disciplinary approach to teaching, exemplify our culture of excellence, and embrace the multiple roles of teacher, mentor, and coach/director.
- C. Increase faculty professional development opportunities to further promote student-centered teaching practices.
- D. Establish an evaluation process consistent across divisions, based on best practices, in which meeting measurable goals is linked to raises.



## II. THE SAYRE STORY: OUR VALUE, OUR GROWTH

### GOAL STATEMENT

In 2018, Sayre School will reach optimal enrollment across each academic division. Internal and external marketing will support retention and recruitment by promoting the distinguishing characteristics of a Sayre education, student achievement, measurable outcomes, and alumni success to demonstrate the value of the Sayre experience from Preschool through Grade 12.



# THE SAYRE STORY: OUR VALUE, OUR GROWTH

## STRATEGIC AGENDA

### Enrollment

- A. Achieve optimal enrollment while maintaining high admission standards.
- B. Promote the inclusive school environment and sustained commitment to socio-economic and racial/ethnic diversity.
- C. Enhance the role of students and parents as Admission Ambassadors in recruiting prospective families.
- D. Engage and recruit local Sayre alumni to help build enrollment growth.

### Marketing

- A. Aggressively build brand awareness around the distinctiveness of the “Sayre Stories” of students, alumni, teachers, and parents.
- B. Promote athletics, fine arts, and other extracurricular activities as value-added components of Sayre’s participatory culture.
- C. Foster a culture in which each constituency supports retention and recruitment through the promotion of key marketing messages.



# III: A PLATFORM TO LEARNING: OUR FACILITIES, OUR CAMPUS

## GOAL STATEMENT

In 2018, Sayre will have adopted and begun the implementation of a comprehensive campus master plan that reflects and supports the excellence of our educational program while recognizing and valuing our place in the rich, historic downtown fabric.





# A PLATFORM TO LEARNING: OUR FACILITIES, OUR CAMPUS

## STRATEGIC AGENDA

### Facilities

- A. Design and build facilities that inspire student achievement and enhance the quality of academic and co-curricular programs. Priorities include a Lower School/Extended Day building, a Preschool through Grade 12 Performing Arts Center, an auxiliary gymnasium, and a Library/Media Arts Center.
- B. Explore funding sources that, among others, would include capital gifts, foundation grants, and public/private partnerships.

### Campus

- A. Continue to improve the quality of existing facilities through a comprehensive preventative maintenance plan.
- B. Maintain campus security as a top priority.
- C. Identify contiguous properties that will support the mission and long-range plans.

# IV. ANCHORING THE FUTURE THROUGH FINANCIAL SUSTAINABILITY

## GOAL STATEMENT

In 2018, Sayre will be fiscally robust in supporting continuing excellence and enhancements for all school programs.





# ANCHORING THE FUTURE THROUGH FINANCIAL SUSTAINABILITY

## STRATEGIC AGENDA

### Fiscal Responsibility

- A. Pursue financial planning that balances issues of affordability without sacrificing high quality educational programs and services.
- B. Educate the community regarding the financial aspects of the school and the “gap” that tuition does not cover in the annual operating budget.
- C. Continue to manage effectively assets, debt, and liabilities.

### Institutional Advancement

- A. Increase participation and fundraising levels in annual giving campaigns.
- B. Execute capital campaign to meet strategic goals.
- C. Review and revise plan for growth in endowment funds.
- D. Expand the planned giving program.

### Alternative Revenue

- A. Maximize rental revenue capabilities through the optimal use of both current and planned campus facilities.
- B. Establish and implement a corporate sponsorship program.
- C. Explore partnerships to grow summer program revenue.