

JIS 2.0

Strategic Plan 2022-2027





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2022-2027

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Foreword

A strategic plan is often described as a guideline for a school's shared goals, vision, and priorities — a roadmap detailing the major destinations, pit stops, or even potential speedbumps shaping the five-year journey ahead. For JIS, it has taken on a broader meaning. A collaborative endeavor from beginning to end, from conception to implementation, our strategic plan sets the tone for the inimitable JIS experience, defining our role in an increasingly diverse and complex world, and shaping the dispositions we hope to see in our students.

When it was time to update our strategic plan two years ago, we were fortunate to start our work with an already solid foundation that had been cultivated and strengthened by passionate JIS educators over the past seven decades. But as best practices evolve and technologies advance, so must JIS as a recognized, leading standard for international education in Indonesia and Southeast Asia.

So, we brought together Dragons and guests from all levels of our school — teachers, staff, parents, Board of Trustees and community members — who engaged in countless hours of extensive collaborative planning, goal-setting, and discussions about our strategic direction for the 2022-2027 period. They contributed their personal and professional insights with the common objective of ensuring a nurturing, high-quality learning environment for JIS students to thrive as resilient, resourceful, and future-ready global citizens.

At the same time, every effort was made to not just preserve but further highlight the indelible dispositions and values that have made JIS the remarkable community of global learners it is respected and known for. Our revised strategic plan is quintessentially JIS in that it is forward-looking while inspiring critical thinking, both independent and collaborative inquiry, and joyful, rigorous learning. You'll also find it to be responsive to today's social changes and proactive in empowering our students to overcome the challenges they may face in the future.

JIS is a treasured institution with strong, steady roots in the enriching soils of globalized education, but it also has immense untapped potential — there's so much more we can do and are capable of doing. This strategic plan is our springboard for making that happen.

We are now mere steps away from the implementation phase of our strategic journey. The direction it's taking us will be filled with exciting opportunities, metamorphic growth, and meaningful progress. We look forward to taking that journey with you.

Phil Rickard
Board of Trustees

Maya Nelson
Head of School

About JIS

The Jakarta Intercultural School (JIS) was established in 1951 to cater to the children of a growing expatriate community in Indonesia’s capital.

Over the decades, our own diverse community of students, staff and faculty members from across the globe – the mighty Komodo Dragons – grew to take up three expansive campuses equipped with innovative learning facilities.

And while JIS is now known across the region for our **comprehensive inquiry-based curriculum**, we also value our students individual skills, talents and interests, nurturing them to be *Best for the World*.

We are
passionate, inquisitive and creative –
learning in Indonesia to be best *for the world*.

We value
perseverance, integrity, responsibility, respect,
compassion, balance and fun.

We will
inspire joyful, rigorous learning and foster wellness as a
pioneering, inclusive and collaborative community.

We learn
by reflecting and relating, by being
resourceful and resilient.

What does it mean to be Best for the World?

At JIS, we prepare students from across the globe to be best in what they aspire for and at the same time, be best for the world they live in.

- A Community of Care that values respect and inclusivity.
- Engaging with Indonesia through collaborative teacher-training programs and the JIS Bhinneka Tunggal Ika student scholarship.

- Creating change alongside service organizations.
- Serving as environmental custodians for a sustainable future.
- Promoting wellness for physical, emotional and creative growth.
- Working with and for the community as partners in service learning.



Definition of Learning

Learning is a lifelong process that transforms us through rigorous engagement in meaningful experiences. At JIS, quality learning happens when students are resourceful, resilient, relating and reflective.

Resourceful learning is happening when learners:

- identify, access and utilize various resources including community members (peers, teachers, coaches) and the environment to support and enhance their learning/passions
- integrate concepts and apply learning to relevant problems flexibly (personally, locally, and globally)
- actively explore, experiment, and engage in guided inquiry
- apply creative solutions to achieve learning outcomes
- verify and evaluate the credibility and quality of information and seek alternative sources when needed

Resilient learning is happening when learners:

- express ideas and make choices to move their learning forward
- understand and accept failure as a part of the learning process and an opportunity for growth
- persevere through multiple attempts for improvement when facing challenges
- actively take risks and demonstrate flexibility in their thinking
- practice, develop and improve skills and performance in a variety of ways

Relating learning is happening when learners:

- collaborate with other students, teachers, parents, community members, and experts to enhance learning and build empathy
- promote inclusiveness by accepting and valuing different learners' backgrounds and environments
- build social emotional skills by cooperating in different learning situations
- develop and practice the skills to share, troubleshoot, and guide other learners
- communicate their learning, interests and passions with the community in a variety of ways (digitally, verbally, visually) and inspire positive change

Reflective learning is happening when learners:

- question their understanding throughout the learning process to build self awareness
- identify and make adjustments by acknowledging and processing feedback given
- determine next steps and frame learning goals based on student-identified or teacher-selected areas for growth (further actions)
- intentionally construct and critically test ideas relevant to problems
- make connections between prior knowledge/disciplines/resources to construct and deepen knowledge

Shared Learning and Pedagogical Approaches

At JIS we strive to:

- cultivate a safe, inclusive and empowering learning environment that supports all learners' emotional, social and cognitive development
- use the backwards by design planning model
- design materials and assessments that are situated in meaningful contexts
- explore a variety of resources to foster and enhance learning
- expose students to varied learning experiences to build resilience
- make lesson goals clear
- regularly assess students to determine their current level of understanding/ performance in order to prepare next steps
- accommodate student needs by differentiating instruction and offering multiple modes of assessment
- give feedback that is aligned to learning goals
- ask questions and provide meaningful experiences that allow students to apply learning
- challenge students' misconceptions
- promote associations between learning and the transfer of learning
- model, provide exemplars, and scaffold learning to give students enough information to help them acquire concepts
- provide students with methods and approaches to consider how they learn and to choose relevant strategies for effective learning
- provide opportunities for each student to personalize their learning and explore their passions
- ensure students are working to expand their comfort zone and support cognitive struggle by differentiating learning experiences



JIS 2.0 Learning Model



The JIS 2.0 Learning Model forms the core of the school’s strategic learning direction for the future. The Impacts (Students becoming Self-Directed, Globally Engaged, Future-Ready and Balanced) represent the strategic goals for learning. Performance indicators (that support program development, assessment and metrics) are represented under each Impact. Schoolwide Pathways have also been identified as major initiatives, approaches and innovations central to achieving these goals. The images illustrate how the elements of the model come together in an integrated way.



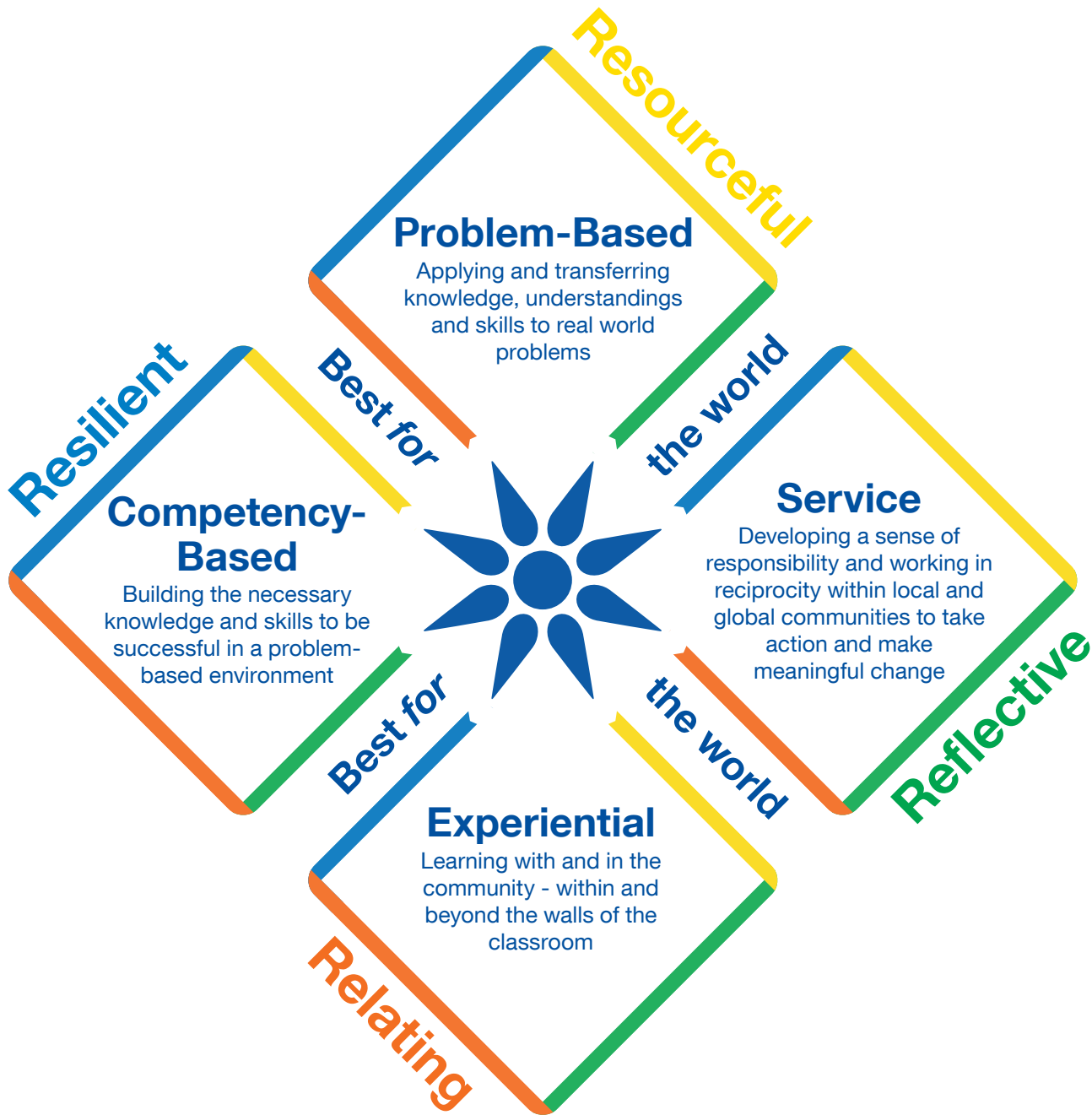
JIS 2.0 Learning Model

What will students become



JIS 2.0 Learning Model

Pathways to personalized learning



Overarching Strategic Objectives

Teaching and Learning

- 1.1 JIS will provide a guaranteed and viable research-based curriculum.
- 1.2 JIS will successfully implement the JIS 2.0 Learning Model through the design and development of curriculum, pedagogy, resources, and systems to enable students to become self-directed, globally engaged, future-ready, and balanced through the JIS personalized learning pathways.
- 1.3 JIS will enhance the schoolwide athletic program.

Resources

- 2.1 JIS will improve financial stability by increasing sources of non-tuition revenues.
- 2.2 JIS will support the success of the JIS 2.0 Learning Model through financial sustainability and agility.
- 2.3 JIS's resources will support and optimize inclusive and innovative models of learning.
- 2.4 JIS will prioritize professional learning and development through dedicated financial support.
- 2.5 JIS will attract, retain, and develop faculty and staff to support the success of the JIS mission, vision and 2.0 Learning Model.

Marketing, Communications and Advancement

- 3.1 JIS will promote the mission, vision, values and JIS 2.0 Learning Model within our local and global community.
- 3.2 JIS will strengthen enrollment sustainability by enhancing the school brand and increasing its presence in the market.
- 3.3 JIS will continue to build collaborative structures to ensure strong partnerships with agencies and organizations in Indonesia.

**The JIS 2.0 Strategic Plan is a guideline and planning document for our goals to progress as a learning community. The goals, timelines, and measures of success may shift for any number of reasons over the next five years as we move into the implementation phase.*



Specific Goals and Measures of Success:

Teaching and Learning

1.1 OVERARCHING STRATEGIC OBJECTIVE

JIS will provide a guaranteed and viable research-based curriculum.

ACTION STEPS	TIMELINE
Develop and socialize a schoolwide definition of learning and shared pedagogical approaches.	2022
Define a continuous curriculum review process, including alignment with schoolwide definition of learning, review and adoption of standards, vertical alignment across divisions, and a calendar review cycle.	2022
Research and select curriculum management software.	2022
Design unit template design to fit curriculum management system.	2022 - 2023
Define data collection protocols and expectations for student learning and curricular documentation, including timeline, types of data, and record storage; To be included in the new curriculum review cycle.	2023
Implement new curriculum review process and schedule.	2023 - Ongoing
Add a framework for evaluating curriculum and practices for inclusion and diversity to continuous curriculum review cycle.	2023 - 2024
Formulate and develop an action research group responsible for evaluating curriculum and practices for inclusion and diversity (DEI) to continuous curriculum review cycle.	2024-2025
Research and select a digital learning model based on adopted technology standards (e.g., ISTE).	2023
Schoolwide professional development on digital learning model and technology usage.	2024 - 2025
Integrate and document digital learning model into curricular content areas.	2024 - 2025
Create regular ongoing audits of the integration of technology learning model (including AI) by technology coaches, schoolwide technology leadership, and the Curriculum Director.	2025

MEASURES OF SUCCESS

- A common definition of learning is communicated and embedded through all divisions.
- All subject areas will have a documented, viable curriculum vertically aligned to common standards K-12 that is reviewed regularly.
- A documented curriculum review cycle.
- Subject areas and curriculum are regularly shows evaluated for diversity and inclusion.
- A centralized documentation system stores curriculum planning and documentation, and evidence of student learning.
- Schoolwide understanding of digital learning model.
- Digital learning model is embedded in curricular documents across the whole school and regularly reviewed.
- Comparison of collected curriculum data an increase in the depth of digital citizenship.

1.2 OVERARCHING STRATEGIC OBJECTIVE

JIS will successfully implement the JIS 2.0 Learning Model through the design and development of curriculum, pedagogy, resources, and systems to enable students to become self-directed, globally engaged, future-ready, and balanced through the JIS personalized learning pathways.

GOAL

Balanced - Develop balanced individuals through a specifically designed social and emotional learning (SEL) framework.

ACTION STEPS	TIMELINE
Plan timeline and rollout of adopted social and emotional learning (SEL) framework to faculty.	2022
Analyze, triangulate, and unpack JIS DEI survey data, committee and accreditation recommendations	2022
Aligned Balanced goals with DEI data	2022
Professional development on adopted SEL framework for both standalone and transdisciplinary units.	2022 - 2024
Implement adopted SEL framework	2023 - 2024
Integrate SEL objectives into existing instructional content and teaching strategies.	2024
Define protocols and expectations for SEL data collection.	2023
Articulate a structured, ongoing process to reflect on implementation and outcome data to inform school-level decisions.	2024

MEASURES OF SUCCESS

- Schoolwide common understanding of social and emotional learning (SEL), including consistency in language, practices, and resources.
- Students have consistent opportunities to cultivate, practice and reflect on social and emotional competencies.
 - Comparison of collected curriculum data shows an increase in the depth of SEL mastery.



1.2 OVERARCHING STRATEGIC OBJECTIVE

JIS will successfully implement the JIS 2.0 Learning Model through the design and development of curriculum, pedagogy, resources, and systems to enable students to become self-directed, **globally engaged**, future-ready, and balanced through the JIS personalized learning pathways.

GOAL

Globally engaged - We will prepare students to be “Best for the World”, by developing the values, aspirations, knowledge, and skills needed to be 21st century global citizens.

ACTION STEPS	TIMELINE
Define service learning and criteria at JIS.	2022-2023
Analyze, triangulate, and unpack JIS DEI survey data, committee and accreditation recommendations	2024
Align globally engaged framework with DEI data	2023-2024
Create cohesive framework integrating global citizenship, globally engaged, service learning, and social studies curriculum objectives.	2023-2024
Trial pilot units with Globally Engaged framework.	2024-2025
Schoolwide training on Globally Engaged framework	2024-2025
Define Globally Engaged data collection protocols and expectations	2024-2025
Embed assessment for Globally Engaged framework in co-curricular activities	2025-2026
Formalize a position of leadership in charge of environmental stewardship at JIS.	2025
Develop a proposal for advancing environmental stewardship within the JIS community.	2025
Define a communication channel between the Communications Office and a representative on each campus responsible for identifying examples of global engagement schoolwide.	2025
Develop a digital or physical gallery to celebrate examples of global engagement schoolwide.	2025-2026
Implement adopted Globally Engaged framework.	2025-2026

MEASURES OF SUCCESS

- Evidence shows common understanding of schoolwide definitions of key components of Globally Engaged framework.
 - Global citizenship and service learning criteria are embedded in curricular documents at each division and regularly reviewed.
- Job description for Environmental Stewardship leader.
 - Greater stakeholder communication of Globally Engaged framework is publicized.



1.2

OVERARCHING STRATEGIC OBJECTIVE

JIS will successfully implement the JIS 2.0 Learning Model through the design and development of curriculum, pedagogy, resources, and systems to enable students to become self-directed, globally engaged, future-ready, and balanced through the JIS personalized learning pathways.

GOAL

Future-Ready - Develop future-ready thinkers through problem-based and experiential learning.

ACTION STEPS	TIMELINE
Develop JIS definition of Future-Ready Thinkers and Problem-Based Learning.	2024
Define and articulate criteria of future-ready thinking that evaluates student learning.	2024
Define and articulate problem-based learning criteria to evaluate its presence in the curriculum.	2024
Socialize definition of Future-Ready Thinkers and Problem-Based Learning to faculty and greater community.	2026
Identify and prioritize opportunities in the existing curriculum to apply future-ready thinking and problem-based learning criteria.	2025
Trial pilot units with new criteria. Learnings to be shared with leadership and faculty.	2025
Schoolwide training for implementing a defined number of select units with future-ready thinking and problem-based learning criteria applied.	2026 - 2027
Add curriculum evaluation for future-ready thinking and problem-based learning into the continuous curriculum review cycle.	2026
Define data collection protocols and expectations for student learning and curricular documentation specific to future-ready thinking and problem-based learning, including timeline, types of data, and record storage; To be included in the new curriculum review cycle.	2026

MEASURES OF SUCCESS

- There are schoolwide definitions and understanding of the terms “future-ready” and “problem-based learning” as evidenced through teacher reports, student reflections, and community surveys.
- Future-ready thinking and problem-based criteria are embedded in curricular documents at each division and regularly reviewed.
 - Documented student improvement in self-assessment of self-directed learning.



1.2

OVERARCHING STRATEGIC OBJECTIVE

JIS will successfully implement the JIS 2.0 Learning Model through the design and development of curriculum, pedagogy, resources, and systems to enable students to become self-directed, globally engaged, future-ready, and balanced through the JIS personalized learning pathways.

GOAL

Self-Directed - Foster the development of self-directedness by designing learning opportunities that promote metacognition and intrinsic motivation in alignment with our JIS Self-Directed Learning (SDL) framework.

ACTION STEPS	TIMELINE
Research Self-Directed Learning (SDL) frameworks, models, and relevant standards for each division.	2025
Define SDL in the JIS context and design JIS SDL framework aligned with JIS mission and vision.	2026
Create, run and evaluate a two-phase trial pilot program to implement SDL framework.	2026 - 2027
Professional development to educate faculty on the framework.	2026
Faculty identifies ways in which SDL is currently happening in their context and determines steps to increase self-directed learning in their context.	2027
Add evaluation of curriculum for self-directed learning into the continuous curriculum review cycle.	2027
Define data collection protocols and expectations for student learning and curricular documentation specific to self-directed learning, including timeline, types of data, and record storage; To be included in the new curriculum review cycle.	2027

MEASURES OF SUCCESS

- A schoolwide understanding of self-directed learning in the JIS context.
 - Self-directed learning criteria are embedded in curricular documents at each division and regularly reviewed.
- Documented student improvement in self-directed learning.



1.3 OVERARCHING STRATEGIC OBJECTIVE

JIS will enhance the schoolwide athletic program

ACTION STEPS	TIMELINE
Hire an Athletic Director and evaluate additional personnel needs.	2023
Adopt a schoolwide philosophy about athletics and student participation.	2023
Create and adopt developmental pathways for sports that supports long-term development in sports and athletics.	2023 - 2025
Create partnerships with faculties, external facilities, consultants, organizations, sporting leagues, and others in the community.	2023 - 2024
Implement a formalized strength and conditioning program.	2024 - 2025
Develop extension programs including camps, interviews, strength and conditioning opportunities for students.	2023 - 2025
Work with the JIS Community Sports to ensure the development of progression and opportunities for students to participate in athletics.	2023 - 2025
Implement a facilities and schedule audit through the lens of student participation hours, athletic needs, and other programs to support a holistic full SW program.	2023 - 2024

MEASURES OF SUCCESS

- Additional opportunities for students to be successful in athletics.
 - Data on student participation in various sports programs and athletics.
 - Increased opportunities to join tournaments and competitions.
- Increased medals and placements in competitions.
 - Satisfaction information on surveys.





Specific Goals and Measures of Success:

Resources

2.1 OVERARCHING STRATEGIC OBJECTIVE
JIS will improve financial stability by increasing sources of non-tuition revenues.

GOAL
Development of an Advancement Office.

ACTION STEPS	TIMELINE
Budget for and hire the position of Director of Advancement to begin August 2023.	2022
Develop a 3-year plan to be approved by the Board, including various ways to fundraise for annual funds, capital campaigns, and endowment.	2022-2023
Continue to expand the Advancement Office, including a merger or collaboration between Advancement, Communications, Marketing, and Admissions.	2024
Develop a JIS Alumni Relations office within the Advancement Office.	2024 - 2025

MEASURES OF SUCCESS
<ul style="list-style-type: none">JIS will become a fundraising school centered around a robust Advancement Office.Fundraising revenue will increase; targets to be determined by Advancement Office.

2.1 OVERARCHING STRATEGIC OBJECTIVE
JIS will improve financial stability by increasing sources of non-tuition revenues.

GOAL
Build resources and optimize revenues by expanding the use of school facilities to external constituent members and expanding strategic partnerships with the business community, private entities, alumni, and global educational institutions.

ACTION STEPS	TIMELINE
Align with the Board JIS Academy Committee on strategic goals and operational framework.	2022 - 2024
Lease school facilities to third parties.	2023 - 2024
Partner with related communities and companies for exchange of promotional and marketing programs or legacy donations.	2024 - 2025
Seek out partnerships with global educational institutions (e.g. ISS) for financial management training.	2023 - 2024

MEASURES OF SUCCESS
<ul style="list-style-type: none">New revenue is generated from facility leases, JIS Academy, Community Sports, and community and corporate partnerships.Non-tuition revenue will increase; targets to be determined by Business Office.

2.2

OVERARCHING STRATEGIC OBJECTIVE

JIS will support the success of the JIS 2.0 Learning Model through financial sustainability and agility.

GOAL

Support the successful implementation of JIS 2.0 through long-term financial modeling and support.

ACTION STEPS	TIMELINE
Develop 5-year long-term budget.	2022-2023
Align the master budget with the 5-year masters facilities budget.	2023-2024

MEASURES OF SUCCESS

- Approved 5-year long-term budget by Board of Trustees.
- Updated and approved capital budget and Facilities Master Plan by Board of Trustees.

2.3

OVERARCHING STRATEGIC OBJECTIVE

JIS’s resources will support and optimize inclusive and innovative models of learning.

GOAL

Support all JIS initiatives, including JIS 2.0, by developing and prioritizing a long-term and researched-based facilities plan and process that involve an assessment of the functional needs of the educational program and are aligned with the school’s emerging initiatives.

ACTION STEPS	TIMELINE
Design criteria to assess that facilities provide a physical environment that is comfortable, safe, secure, accessible, well illuminated, well ventilated, aesthetically pleasing, and environmentally sustainable. Collect SW data with criteria to assess SW needs.	2022
Assess existing buildings and facilities using new criteria.	2023
Use Framework 1A to inform the facilities plan by the BOD Committee.	2023 - 2024
Work in collaboration with student organizations and the Office of Teaching and Learning and all consultant groups in support of sustainability on our campus.	2024

MEASURES OF SUCCESS

- JIS campus will continue to be viewed as a leading school regarding facilities, innovation, and green well-being in Indonesia and the region.

- Define major, minor, and ongoing facilities projects aligned with new criteria.
- Facilities plan in place for the next 5 years.

2.3

OVERARCHING STRATEGIC OBJECTIVE

JIS’s resources will support and optimize inclusive and innovative models of learning.

GOAL

Design creative and adaptive learning environments.

ACTION STEPS	TIMELINE
Design protocol for benchmarking and updating technological structures to meet current and long-term schoolwide needs.	2022
Benchmark current technology (internet, hardware, and software) using new protocol.	2022
Create a 3-year technology master plan to schedule and finance technological updates.	2026
Design protocol for benchmarking and updating instructional spaces to meet current and long-term instructional needs.	2026
Benchmark and update current classroom configuration and platforms using new protocol.	2026 - 2027

MEASURES OF SUCCESS

- An updated catalog of current technological structures.
- Documented technological master plan.

- JIS technological structures are aligned with industry best standards.
- Learning spaces in all three divisions are updated to reflect current collaborative instructional processes.



2.4 OVERARCHING STRATEGIC OBJECTIVE

JIS will prioritize professional learning and development through dedicated financial support.

GOAL

Build a sustainable process, framework, and funding in support of professional learning.

ACTION STEPS	TIMELINE
Research and adopt a professional development model for financing individual professional development.	2022 - 2024
Develop an application process for individual professional development.	2022 - 2024
Develop professional development guidelines that delineate baseline required training for all teachers in English as an Additional Language, Learning Support, Social and Emotional Learning.	2023 - 2025
Design and implement a yearly professional development rotation schedule based on divisions, grade levels, and departments, including host country staff training.	2022 - 2024
Create a Professional Development Center offering a range of professional learning, including degrees programs, Innovative Schools Program training, and both local and international conferences.	2023 - 2026
Increase the professional development budget to be commensurate with what is required for continued best practices in professional development.	2022 - 2025

MEASURES OF SUCCESS

- Professional development encompasses a continuum of consultants, from in-house to external conferences and training.
- JIS to become a Premiere Professional Development Center.



2.5 OVERARCHING STRATEGIC OBJECTIVE

JIS will attract, retain, and develop faculty and staff to support the success of the JIS mission, vision and 2.0 Learning Model.

GOAL

Develop a skilled and committed professional learning community and culture that supports the Learning Model and strategic initiatives.

ACTION STEPS	TIMELINE
Restructure the mentoring program for new staff to integrate them into the JIS professional learning culture.	2022 - 2024
Evaluate JIS Orientation Program and new faculty onboarding for communication of and initiation into JIS learning model and strategic initiatives.	2023 - 2024
Salary and benefits review and comparison with like schools in the EARCOS region.	2022 - 2023
Adjust compensation and salary package as necessary (for example, initial salary step and shipping allowance) to remain competitive against EARCOS schools.	2024 - 2025
Create leadership development opportunities that focuses on developing leadership skills of existing faculty.	2022 - 2023
Create a plan to support internal succession for leadership positions.	2025 - 2026

MEASURES OF SUCCESS

- Year one faculty feedback indicates high levels of professional satisfaction at JIS.
- Decrease in short-term faculty turnover and increase in overall average tenure.
- Increase in internal hiring for leadership positions.



2.5 OVERARCHING STRATEGIC OBJECTIVE

JIS will attract, retain, and develop faculty and staff to support the success of the JIS mission, vision and 2.0 Learning Model.

GOAL

Target recruiting practices (marketing, communication, and interviews) that embed a focus on the Learning Model and strategic plan.

ACTION STEPS	TIMELINE
Hire faculty with diverse teaching experiences aligned to JIS learning model and strategic direction.	2022 - 2023
Analyze, triangulate, and unpack JIS DEI survey data, committee and accreditation recommendations	2023
Develop recruitment framework aligned with JIS vision, mission, and teaching practices, including the learning model, strategic plan, and overall department and divisional needs.	2022
Research and explore other recruitment channels.	2022
Review and enhance marketing information used for recruitment to highlight JIS learning model and strategic direction.	2022 - 2023
Develop a clear, functional system of support and caseloads for each related services (Learning Support, English as an Additional Language, Occupational Therapy, Speech-Language, Psychology, Counseling) that supports a continuum of services and use it to inform recruitment.	2025
Professional development for leadership in DEI hiring practices.	2022

MEASURES OF SUCCESS

- Broader professional experience represented in teaching faculty.
- Larger pool of highly qualified candidates for each position.
- Schoolwide leadership shows increased knowledge and understanding of diverse hiring practices.
- Sufficient support staff hired to meet caseload targets.



Specific Goals and Measures of Success:

Marketing, Communications and Advancement

3

3.1 OVERARCHING STRATEGIC OBJECTIVE

JIS will promote the mission, vision, values and JIS 2.0 Learning Model within our local and global community.

GOAL

Articulate the JIS story and brand widely in Indonesia and globally.

ACTION STEPS	TIMELINE
Enhance JIS social media presence on a variety of platforms.	2022 - 2024
Develop a social media student committee to work alongside the communications department.	2022 - 2023
Design and implement faculty social media training with guidelines and protocols.	2023 - 2024
Add dedicated websites for athletics, activities, and performing arts integrated into the main JIS website.	2022 - 2023

MEASURES OF SUCCESS

- Data shows more visits to our various social media platforms with increased engagement.
- Greater variety of sources of social media posts about JIS (faculty, staff, students, etc).
- Data shows traffic on dedicated subpages of the website.

3.1 OVERARCHING STRATEGIC OBJECTIVE

JIS will promote the mission, vision, values and JIS 2.0 Learning Model within our local and global community.

GOAL

Communicate and share the JIS mission, vision, and strategic plan to ensure common stakeholder understanding.

ACTION STEPS	TIMELINE
Simplify and package the JIS mission, vision & strategic plan for effective communication.	2022
Create differentiated media package for each major stakeholder group.	2022
Establish a communication strategy to disseminate media packages to targeted groups.	2023

MEASURES OF SUCCESS

- Media package is easily adaptable to various delivery methods (print, website, email, etc).
- Common stakeholder understanding of the JIS mission, vision, and strategic plan.

3.2

OVERARCHING STRATEGIC OBJECTIVE

JIS will strengthen enrollment sustainability by enhancing the school brand and increasing its presence in the market.

GOAL

Increase market awareness for the JIS learning experience through updated and targeted campaign strategies.

ACTION STEPS	TIMELINE
Update the JIS website to reflect the JIS learning experience.	2022
Hire a professional contractor to conduct a Comprehensive Market Research Study and schedule a cycle for review and updating.	2022
Develop a process for conducting sales calls that includes identifying key organizations and contacts and determining optimal communication periods and strategies.	2023
Analyze current marketing department capacity and expand office as needed.	2023
Organize professional development with like-schools with strong Sales and Marketing practices for job-alike learning.	2023 - 2024

MEASURES OF SUCCESS

- Increase in new family applications.
- Shared understanding among leadership and the Board of JIS's position in the international school market.



3.2

OVERARCHING STRATEGIC OBJECTIVE

JIS will strengthen enrollment sustainability by enhancing the school brand and increasing its presence in the market.

GOAL

Attract and retain diverse students and families who embrace the mission, vision and school culture.

ACTION STEPS	TIMELINE
Develop a family retention committee.	2022
Analyze the viability of a tuition assistance program.	2022
Develop incentives for preferred companies to enroll children at JIS.	2022 - 2023
Develop a strategy for communicating the advantages of JIS pedagogical approaches to internal stakeholders.	2022 - 2023
Develop a strategy for communicating the advantages of JIS pedagogical approaches to external stakeholders.	2023 - 2024

MEASURES OF SUCCESS

- First year family feedback indicates high levels of satisfaction at JIS.
 - Increased diversity in applicant profiles.
- Feedback from families indicates higher satisfaction levels and understanding of JIS pedagogical approaches.



3.3 OVERARCHING STRATEGIC OBJECTIVE

JIS will continue to build collaborative structures to ensure strong partnerships with agencies and organizations in Indonesia.

GOAL

Expand our connections in Jakarta and beyond in support of building our educational program, platforms, and internships through partnerships with educational organizations, businesses, and government agencies.

ACTION STEPS	TIMELINE
Analyze and update the training and shadowing program for principals.	2022 - 2023
Analyze and update the Innovative Schools Program (ISP).	2022 - 2023
Rebuild relationships with yayasans for JIS service programs across all divisions	2022 - 2023
Develop and implement a plan to provide 18+ year old students and alumni with opportunities to do job shadowing and internships with local businesses.	2022 - 2024
Increase number of sports tournaments with Indonesian and other local international schools.	2023 - 2024

MEASURES OF SUCCESS

- Increased student participation with external partners, internships, and yayasans.
- Greater levels of cooperation with MOE.
- JIS serves as a premier center for professional development within Indonesia.

Belonging

At JIS we value and respect our diverse community of students, faculty, staff, administrators and alumni. We firmly believe that fair treatment, justice, and equality for all is the most basic of rights.

It is our job as a school to provide an education for all that goes beyond academics, with the aim of contributing to a more understanding, just and peaceful world. We strive to instill in all of our students compassion, empathy, understanding, and integrity.

We are committed to deliver learning that:

- values and embraces diversity and culture,
- empowers students regardless of their background or how they identify,
- encourages critical thinking toward social responsibility, and
- teaches respect for others.

As part of our commitment to inclusion and diversity we will continue to learn and grow as a school and always work to do better. We understand that there is a difference between simply being diverse and creating spaces for diversity to flourish. It is our goal to have a culture where all of our students and families feel welcomed to participate in all aspects of our community.

It is our responsibility to live our Core Values and provide an inclusive learning environment and we ask that you help us get better everyday. We welcome all voices in this conversation. Keep us informed as you find ways we can improve as a community.





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