

# STRATEGIC PLAN

*Inspiring Individuals.....Inspired Learning*



*KIS Mission: To offer a challenging and dynamic international education that inspires and supports students in developing the knowledge, skills, and characteristics to take responsible action for the betterment of their local and global communities.*



**kis**  
International School



Solution

## 2020-2026



## Preface:

The workshop to begin the development process for the next Strategic Plan for KIS was held in October, 2019. The COVID-19 pandemic became a reality less than four months later and changed not only the way that we considered the reflection and pacing of our strategic plan dialogue but how we view the readiness that we know we must have to face unexpected events of the future.

This plan includes a reflection of these turn-of-events and has been made better because of it, incorporating an emphasis in preparing for a future-readiness despite circumstances in which we could be compelled to respond.

The essence of this KIS 2020-2026 Strategic Plan, however, is as a Learning Plan. KIS is positioning itself wholeheartedly as a “Learning School” and we are excited by the scope and aspirations of it for our students and community. We continue our commitment to the IB Programs and look to strengthen all aspects of our learning framework and the resulting student experience. We are excited.

Our heartfelt thanks is extended to the entire school community for their support and involvement in the development of this Strategic Plan and their support of KIS International School in the midst of these unusual times.

We are all partners in our new vision for the future.

The summary on these pages is done on behalf of the KIS Executive Board, who approved this plan, and our school leadership, who worked to develop it.

**Paul Johnson**  
Head of School

## Strategic Plan, 2020–2026

During the 2019-2020 year, KIS International School began the process of creating its next strategic plan to be implemented beginning in 2020. The plan outlines an ambitious and exciting strategic vision for the school through 2026 within the framework of five strategic statements. The KIS executive Board approved this plan on Nov. 27, 2020.

The Strategic Plan is entitled, *“Inspiring Individuals.....Inspired Learning”* highlighting the fact that the plan is unequivocally focusing on student learning and moving KIS to be a consummate learning school.

KIS aspires to be the premier IB School in Bangkok emphasizing high-quality teaching and choice and driven by personalized, sequenced, authentic learning in a world that is seeing increasingly diverse and unique learners. Increased IB and improved assessment data in addition to improved “first choice” and range of university acceptances will be eventual outcomes and are secondary goals. Our eventual size between 950-975 students will allow us to be large enough to have a reputation and place as a “learning school” without equal in the city. We aspire to be a school of quality, comprehensive choice, innovation, and student inspiration, constantly in a mode of continuous improvement.

The five Strategic Areas of the plan identify major goal areas that will help the school to realize its strategic vision. These identified strategic areas were constructed from surveys, focus group feedback, and data collected at the Strategic Planning workshop held on Oct. 4 and 5, 2019 and will guide planning and decision-making for KIS over the 6-year period.

### KIS Strategic Areas, 2020-2026

- Student Programs and Approaches to Learning and Teaching
- Community Safety and Wellbeing
- One School - the way we do things, transparency/ethics/collaboration, and communication
- Staffing
- Financial Sustainability and Visioning

During 2020-2021, we began the implementation of the multi-year plans for the various projects that will bring these goals to reality. Some areas are prioritized to receive focus and completion in the first few years of the plan, while other goal areas will start in later years. Some areas are multi-year strategic initiatives and could take the duration of the 6-year plan for outcomes to be realized.

The KIS Executive Board and Executive Committee will oversee progress through reporting by the HOS at various intervals throughout the year while the school leadership will monitor and curate the detailed projects. By the end of the Strategic Plan, the planned outcomes will have created a very new profile of KIS. That 2026 profile is described on the next few pages.

The KIS 2020-2026 Strategic Plan is designed to uphold our Vision, Mission, and Core Values statement in alignment with the Strategic Planning session of October 2019.

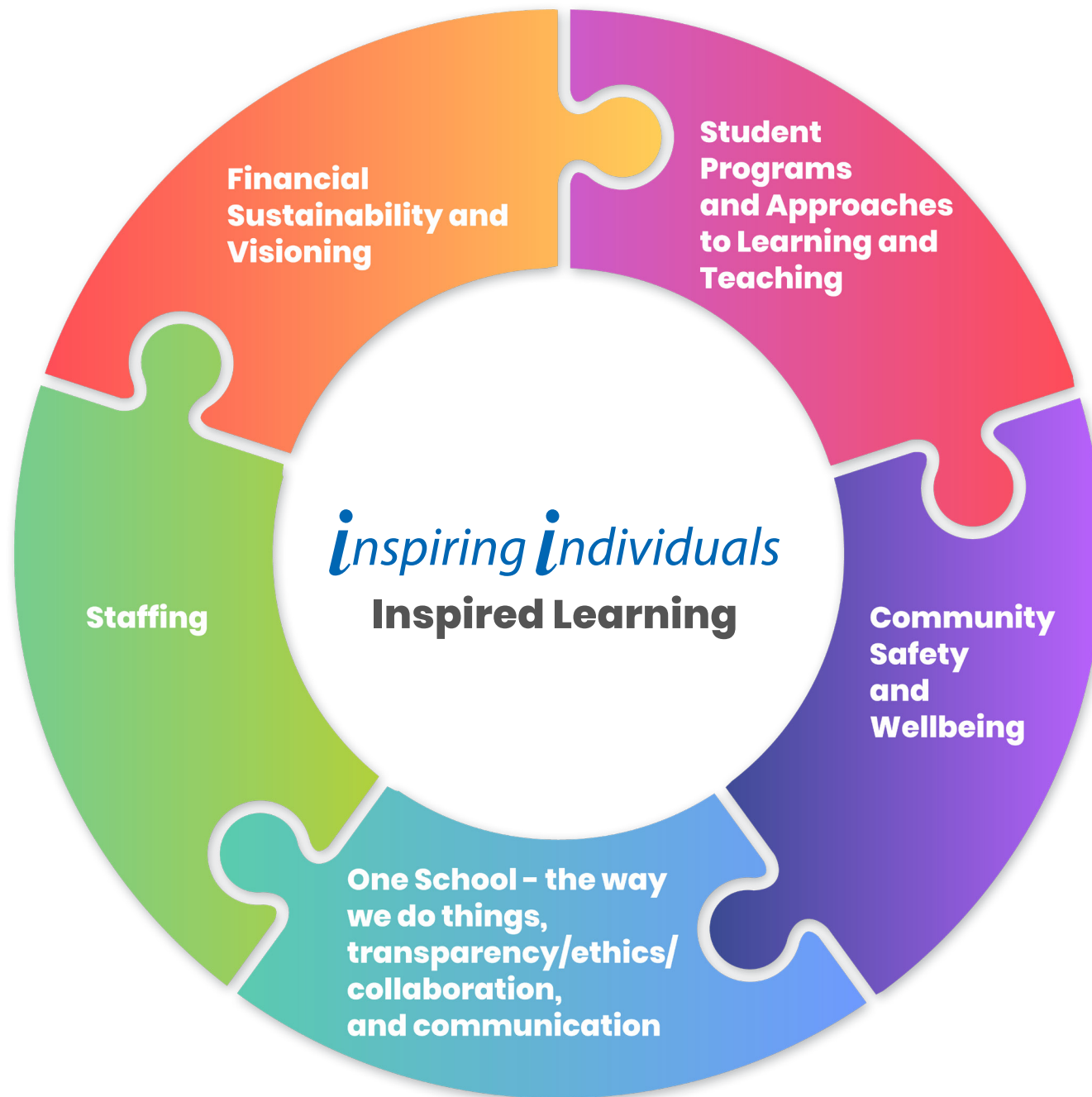
**KIS Vision:** Inspiring Individuals

**KIS Mission:** To offer a challenging and dynamic international education that inspires and supports students in developing the knowledge, skills, and characteristics to take responsible action for the betterment of their local and global communities.

**KIS Core Values:**







## Strategic Area 1: Student Programs and Approaches to Learning and Teaching



**Strategic Statement:** *Offer a range of opportunities - academic, co-curricular, enrichment, and community stewardship - for the purpose of supporting the holistic development of all KIS students (and in so doing, operationalize the KIS Mission, Vision, and Core Values).*

Here is a summary of the Key Planned Outcomes of this strategic area of the overall plan:

- A Director for Teaching and Learning will be hired in 21-22 to begin the work of program continuity, enhanced curricular integrity, the promotion of excellent teaching practices, and schoolwide PD opportunities.
- New course choices will expand steadily throughout the six-year period and will focus on more offerings in both the primary and secondary divisions and particularly in the arts, music, applied technology, languages, in elective offerings in grades 6-10, and in the Diploma Program.
- KIS will aim to bring fresh vision to the integration and coordination of technology into our learning programs. KIS will be transitioning to a one-platform school (to be an Apple Education School) within the 6-year plan so as to advance the level of learning as well as support deeper instructional practices.
- The KIS Athletics and Activities program will find increased success competitively and in leagues that inspire and provide an abundance of learning opportunities.
- KIS will bolster university preparation and information as well as student and family access to university counselors.
- KIS will aim to implement the IB Careers-related Program after studying its feasibility and scope. The CP is a framework of international education that incorporates the values of the IB into a unique program addressing the needs of students engaged in career-related education. This program would give access to a course of study for a wider group of our existing student body as well as those prospective students to whom the program is appealing.
- KIS commits to enhance the agility in its learning delivery system and in its ability to structure remote learning will be studied since the pandemic of 2020.
- KIS will study the EAL and Learning support programs to meet the needs of a growing and diverse student body.

## Strategic Area 2: Community Safety and Wellbeing

**Strategic Statement:** *Ensure that the environment, learning, resources, and systems at KIS support health and safety and the social-emotional well-being of our community members, as well as promoting digital citizenship and on-line safety/security.*

It is well known that the more needs of a student are met, the more that they will learn. This strategic goal aims to shore up health, safety, and child protection at KIS in support of this. The focus on the whole child is done, in part, by continuing to direct our attention to high levels of safety, connectedness, and the well-being of our students (and indeed, our whole community) as they progress through their education here.

Here is a summary of the Key Planned Outcomes of this strategic area of the overall plan:

- Child protection training and safeguarding will be strengthened. Information sessions to include anti-bullying and online safety are part of the increased efforts in this area.
- Counseling personnel and outside resources/connections will increase in both the Primary School and Secondary Schools over the timespan of the plan to meet the growing demand for social emotional support.
- KIS will study and implement a solution to provide all on campus with quality indoor air that meets the AQI standards in our school policy.
- KIS with the community will study environmental sustainability and will implement authentic visible measures and a programmatic element to support awareness and modeling of the school's effort.
- KIS will position itself to be better prepared to support students and families as a result of the pandemic of 2020.
- Health Services will increase the capacity to support a growing school and afterschool activities.
- As appropriate, KIS will increase its CCTV coverage.



## Strategic Area 3: One School – the way we do things, transparency/ ethics/ collaboration, and communication

**Strategic Statement:** *Clearly establish the future direction of KIS. Further develop and strengthen the ethos of our school community that manifests itself in our aspirations across all programs. Embrace an inclusive and collaborative partnership between all stakeholders (students, parents, teachers, non-academic staff, and board) in order to ensure consistency, high quality, and unity of our mission and core values.*

Here is a summary of the Key Planned Outcomes of this strategic area of the overall plan:

- We will update and reaffirm our commitment to the KIS Vision statement, the Mission statement, and our Core Values.
- We will discuss in a community committee the manner in which KIS espouses global citizenship and global mindedness. The resulting plan will be evidenced throughout the campus, within student programs, and a part of the ethos of the school. An anti-bias statement will be articulated.
- We will implement a new, modern communication system for our school community to replace our reliance on KISLetter.
- Admissions opportunities will be better understood, prepared for, and realized.
- The KIS Board will update procedures in use that assure contemporary governance practices that align with accreditation standards. The KIS Board and the HOS will establish clear delineation of their roles as they work in partnership.





## Strategic Area 4: Staffing



**Strategic Statement:** *Ensure that KIS positions itself to attract and retain passionate, professional, and community-minded faculty and staff in all areas of the school, and uses personnel recruitment as a means to achieve the school's ambitions. Furthermore, promote personal growth through the implementation of a purposeful appraisal model and targeted professional development.*

Here is a summary of the Key Planned Outcomes of this strategic area of the overall plan:

- We will put in place a comprehensive performance evaluation system for teachers and staff that includes professional teacher standards, anonymized student feedback to teachers, a renewed commitment to classroom observations and supervision, and clear exit strategies for those not successful at KIS.
- KIS will position itself to be much more competitive in the recruitment of teachers by increasing salaries and benefits for teachers based on benchmarking data from other schools with whom we will compare ourselves.
- KIS will add new positions, including key leadership positions, carefully but consistently over the six years of the plan to support the ambition and growth of the school during this time.
- KIS will become much better recognized by the international school community within Thailand and worldwide. Recruitment of experienced teachers will be expanded and aided by greater access to a larger pool of high quality candidates.
- We will develop a teacher profile early in the six-year plan to identify the desired characteristics of a KIS teacher as well as other positions for the purposes of recruitment and retainment. We will develop a group of 6-8 schools that will be our official "benchmark schools".

## Strategic Area 5: Financial Sustainability and Visioning

**Strategic Statement:** *Establish and link consistent reviews of financial performance and position related to the school's capacity, physical size, and status to our learning mission, supported by the implementation of new marketing, rebranding, development, facility, and alumni outreach plans toward that end. Allocate appropriate resources and place a clear commitment and prioritization to the maintenance and renovation of facilities in a manner aligned with the school's ambitions and the link between enrollment and sound financial sustainability.*

Here is a summary of the Key Planned Outcomes of this strategic area of the overall plan:

- A long term financial plan was constructed in 2019-2020 to ensure the viability of the six-year strategic plan.
- KIS will study and prepare for facility and renovation projects and other capital expenditures with the intent of supporting learning, the well-being of students, and the school's vision.
- Auxiliary programs efforts will result in partnerships in the areas of athletics, arts, etc. to provide additional value and learning opportunities for our KIS community.
- We will construct a well-developed marketing strategy and a clear unique selling proposition.
- KIS will consistently review and adjust its marketing positioning to match its vision, mission, and core values and to respond to the evolving competitive landscape.
- The scholarship program will be reviewed and reorganized and linked directly to promotional campaigns and our admissions strategy.
- Modernize the school's image; grow and safeguard its reputation.



*inspiring individuals*





999/123-124 Pracha-Utit Road, Samsennok, Huay Kwang, Bangkok 10310, Thailand



+66 (0) 22743444



kisinternationalschool



@kisbangkok



www.kis.ac.th