

## OUR VISION

BUILDING A COMMUNITY WHERE EVERY  
FAMILY IS KNOWN AND EVERY STUDENT  
IS NURTURED AND CHALLENGED.

## OUR VALUES

RESPECT, RESPONSIBILITY, TEAMWORK,  
INTEGRITY & COMPASSION

PARK CITY DAY SCHOOL

2021-22

# Strategic Framework



OUR MISSION IS TO PREPARE  
AND INSPIRE OUR STUDENTS TO  
LEAD GREAT AND GIVING LIVES

# Three Year Strategic Initiatives

## Family Engagement

Goal: Foster positive school culture that energizes our community and promotes trust, respect, well-being, and a sense of belonging.

Rationale: People are what make PCDS so special—the families, teachers, and students working together in a community where everyone is known and nurtured. Our recent enrollment growth has benefited the community by providing new, larger peer groups for our students and increased opportunities for programming. In the coming years, the school will intentionally build family engagement to promote home-school connections and to capitalize on the upward enrollment trend.

### Strategies:

1. Create more robust structures to integrate families into the PCDS community and institution.
2. Communicate and celebrate positive school culture.
3. Develop an integrated communication model to improve family engagement.

## Diversity, Equity, and Inclusion

Goal: Develop a strong community and program committed to diversity, equity, and inclusion. Include outreach to ensure connectivity with, and a commitment to, the community at large.

Rationale: This goal is critical to serve our mission and to responsibly create a sense of belonging for our staff, students and families. This work will prepare our students to understand and participate in a society that is increasingly committed to diversity, equity, and inclusion.

### Strategies:

1. Be active participants in a global community of learners.
2. Regularly connect each of our Strive for Five Values of respect, responsibility, compassion, integrity, and teamwork to diversity, equity, and inclusion through curriculum, social emotional learning, and schoolwide initiatives.
3. Seek to attract and retain a staff and student body that is diverse and is representative of our local and broader communities.
4. Actively pursue opportunities to increase financial assistance through outside scholarship and tuition-assistance programs.

## Visionary Stewardship

Goal: To clarify and commit to our value proposition in a way that furthers our mission and meaningfully contributes to Park City. Position the school to grow and support future generations of local students.

Rationale: PCDS is a unique and valuable asset to our community that must be stewarded for future students, staff and families. After our first decade, this is a key moment to clarify the value of PCDS. We must establish a strong, long-term foundation through investment in, and maintenance of, our facilities and strategic financial planning.

### Strategies:

1. Clarify our value proposition.
2. Analyze grade level offerings and determine the ideal school size and program.
3. Complete a facilities needs assessment and campus master plan.
4. Complete a three-year financial plan that includes enrollment and tuition projections, fundraising needs, campus improvements, strategic plan priorities, and long-term fiscal reserves.
5. Capitalize on the recent positive enrollment trend.

## Educational and Teaching Excellence

Goal: Develop and support reflective thinkers and engaged learners who are prepared to lead great and giving lives.

Rationale: PCDS students love to learn and adore their teachers. Providing a compelling curriculum and excellent teachers is at the core of this love, and ultimately determines our success. In the coming years, PCDS will carefully review, and invest in, our program and teachers to ensure we are achieving our mission. In service of this goal, we will hire, mentor, and retain world-class educators who will deliver challenging and engaging curricula. This program will be rooted in experiential and place-based learning that is not only developmentally appropriate and relevant, but is based on supportive relationships and equity.

### Strategies:

1. Hire and retain high-quality teachers and staff.
2. Increase support of continuing education and professional development.
3. Integrate core programs more intentionally into the curriculum (Strive for Five, Outdoor Education, Round Square).
4. Continue to develop and articulate a clear academic scope and sequence.
5. Purposefully integrate technology to develop 21st century skills and prepare students for undefined futures.
6. Review our employee, student and family experience from the COVID-19 pandemic and analyze and capture learnings during this time.