



Our Future is Now

2023-2028

Seacrest Country Day School Strategic Plan



OUR MISSION

Seacrest Country Day School is committed to fueling intellectual engagement, teaching ownership of the educational experience, cultivating quality of character, and inspiring students to lead lives of significance.



THE PLAN

Seacrest Country Day School's 2023-2028 Strategic Plan was developed by the Board of Trustees in consultation with a broad group of community members.

The plan is organized into four focus areas around which we will develop our planning & resources for the five year period from 2023-2028. These anchor points will allow us to remain focused on the priorities that will take us into the future.

We are committed to achieving the goals outlined in this plan and invite you to join us on our journey.

4 FOCUS AREAS



INVEST

in our Future



LEAD

in Independent
Education



DESIGN

an Enduring
Campus



ENGAGE

our Community

INVEST in our Future

With a focus on fiscal sustainability and long term stewardship, we will build a strong financial position, create a culture of philanthropy, and invest in our future.

The students, faculty, staff, and community of tomorrow will benefit for decades from the strong financial foundation we continue to lay in order to deliver on our mission.





Build Operational Excellence

SUSTAINABILITY
ACCOUNTABILITY
LONG-RANGE OUTLOOK

Target Full Enrollment

ADMISSIONS
RETENTION
MARKETING

Strengthen Fundraising Capacity

DEVELOPMENT
ANCILLARY REVENUE

STABILITY

Plan, create, & live within a budget & sustainable five-year financial plan that demonstrates our commitment to fiscal responsibility & features a perfect blend of rigidity & flexibility.

Grow & support each division to enrollment capacity through streamlined marketing, admissions, retention strategy, and aligned faculty & program growth plan.

Build a long-range development plan focused on education, participation, and stewardship which will allow us to reach our goals.

ADVANCEMENT

Explore ways to include ancillary revenue in our long range financial plans.

Implement and review admissions & marketing best practices for growth and retention.

Establish and grow our endowment to secure our long-range future.

LEAD in Independent Education

Students & faculty are engaged and inspired to explore their passions through robust program offerings in all learning experiences in the classroom, on stage, through athletics, and in extra-curricular activities.

The Seacrest Educational Experience is consistent and aligned from infants through 12th grade and prioritizes interdisciplinary, hands-on & place-based learning, which exceeds national standards.





Curriculum Alignment & Consistency

INTENTION | MEANING | PURPOSE
STUDENT-CENTERED
WHOLE PERSON

Program Excellence & Innovation

PROGRAMS | ATHLETICS | ARTS
LEARNING LAB
COLLEGE COUNSELING

Staff & Faculty Growth

PROFESSIONAL DEVELOPMENT
ONGOING LEARNING

SOLIDIFY

Ensure programs are vertically aligned (scope, sequence & standards), exceed national standards & possess opportunities for authentic student assessment.

Continue to develop existing and new flagship programs for which Seacrest is known that engage current students and attract new families.

Create a comprehensive professional development program that provides annual opportunities to faculty and staff.

GROW

Define cornerstone programs by division & grade and further integrate hands-on & place-based learning to authentically deliver on our mission.

Enhance our programming in and outside of the classroom to support student-centered, whole-person development.

Develop guidelines and support for faculty & staff to pursue relevant continuing education.

DESIGN an Enduring Campus

Seacrest's mission-fit campus aspires to be a leading-edge, indoor-outdoor educational environment driving curiosity, innovation, collaboration & sustainability while embracing each student's educational journey.

It brings to life spaces for us to engage in authentic learning, appreciate performing & visual arts, celebrate athletic competition, and gather together as a community.





Create Transformational Learning Spaces

FLEXIBLE | EXPERIENTIAL | INDOOR-OUTDOOR |
SUSTAINABLE | ARTS & ATHLETICS

Focus on a Safe & Secure Campus

PEOPLE | PROCESS
PHYSICAL SYSTEMS

ENHANCE

Design purposeful upgrades & create a renovation strategy for existing learning spaces, buildings & grounds that enhances the Seacrest experience.

Continuously improve safety & security policies, procedures & training with students, faculty, staff & community top of mind.

BUILD

Define & launch a Capital Campaign to build new, state-of-the-art facilities.

Place safety & security at the forefront of each enhancement, building project, or campus improvement initiative.

ENGAGE our Community

We will engage our Seacrest community through consistent, responsive, streamlined communications which cultivate and grow our collective commitment & passion for our school.

We will build external partnerships & share our story in Naples, SWFL, and beyond in order to grow our programs & attract right-fit families.





Systemize Internal Engagement

TEAM SEACREST

Foster Lifelong Seacrest Pride

STUDENTS | ALUMNI | PARENTS
GRANDPARENTS & FRIENDS

Grow our Community Presence

NAPLES | COLLIER COUNTY
& BEYOND

CONNECT

Develop clear communication processes & expectations within Team Seacrest & with families.

Create memorable touchpoints, gatherings & communication with our community members.

Seek & grow partnerships with organizations that embody our values and align with our mission.

INSPIRE

Elevate meetings & community gatherings to further energize our faculty, staff, students & families.

Cultivate strong community identity & relationships by telling our stories in authentic ways.

Share & showcase the Seacrest mission, successes & program highlights.





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———— 2023-2028 ————

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