



Timothy Christian Schools
Strategic Goals 2025–2028

Advancement & Stewardship

Future Staffing of the Advancement Department

By the end of the 2027-2028 school year, Timothy Christian Schools will evaluate, plan, and implement the necessary staffing structure for the Advancement Department to ensure sustainable growth and long-term success.

- 2025-2026: Conduct research on Advancement Departments within the CESA school network, identifying best practices and benchmarking against peer institutions. Review and assess the Timothy Christian Advancement Budget to determine financial feasibility.
- 2026-2027: Partner with the Business Office to adjust the Advancement Budget as needed, initiate the hiring process for additional staff, and conduct interviews to bring in qualified candidates.
- 2027-2028: Successfully onboard new staff members, ensuring a smooth transition through a structured orientation program and departmental reorganization to maximize efficiency and impact.

Expanding the Donor and Volunteer Base

Timothy Christian Schools is committed to fostering a culture of generosity and service. By 2028, we will enhance donor engagement and expand volunteer opportunities to strengthen the school's mission.

- 2025-2026: Identify additional volunteer opportunities within our existing advancement initiatives to increase parent and community involvement.
- 2026-2028: Evaluate and implement additional fundraising initiatives that would benefit from volunteer support, ensuring sustainability and long-term donor engagement.
- 2025-2028: Achieve or exceed all fundraising goals while increasing the number of new donors at an average annual rate of 5%.

Campus Safety

Enhanced Campus Navigation and Wayfinding

By Fall 2028, Timothy Christian Schools will install at least 50 clearly visible signs across campus to improve navigation and safety for students, staff, and visitors.

- 2025-2026: Gather at least three design proposals and cost estimates from reputable vendors. Conduct an internal review from a security, maintenance, marketing, and financial perspective. Define the scope and implementation strategy, prioritizing key areas.
- 2026-2027: Finalize the vendor selection and begin

phased implementation as budget and logistics allow, with initial signage placement in critical areas.

- 2027-2028: Complete the full implementation of wayfinding signage, ensuring all priority locations are marked for easy navigation and emergency preparedness.

This initiative aligns with Timothy's mission to create a safe, welcoming, and easily accessible environment for students, staff, and visitors.

Education

School-Wide Grading Practices

By June 2028, Timothy Christian Schools will fully implement a research-based, school-wide grading policy across all grade levels to ensure consistency in assessment and alignment with student mastery.

- 2025-2026: Reinforce grading best practices through teacher evaluations and provide targeted professional development. Establish clear documentation of grading practices for each content area.
- 2026-2027: Partner with the marketing and communications team to develop a comprehensive parent communication plan to ensure transparency and understanding of the grading philosophy.
- 2027-2028: Achieve 100% implementation of the grading policy across all grade levels, ensuring alignment between teachers and departments while reducing variability in assessment practices.

Enhancing Student Engagement

Timothy Christian Schools will increase student engagement levels by 5% per year, ensuring a dynamic and interactive learning environment.

- 2025-2026: Establish a baseline for student engagement using classroom observations, teacher assessments, IPI Walkthrough data, and student feedback, including the Wellington Index. Train staff in engagement evaluation methods.
- 2026-2027: Implement instructional strategies aimed at increasing high-level engagement. Monitor progress through IPI walkthroughs and teacher observations, aiming for a 5% annual increase in engagement.
- 2027-2028: Integrate engagement strategies into unit templates, demonstrating measurable adoption of research-based instructional practices.

Biblical Worldview Integration

By June 2028, Timothy Christian Schools will fully integrate a Biblical worldview into all subjects, ensuring consistent application across all grade levels.

- 2025-2026: Reinforce Biblical worldview integration through professional development, teacher evaluations, and refinement of unit templates. Establish clear documentation of integration practices for each subject area.
- 2026-2027: Partner with the marketing and communications team to develop a comprehensive parent communication plan to ensure transparency and understanding of Biblical worldview integration.
- 2027-2028: Achieve 100% integration of a Biblical worldview across all subjects, as evidenced by lesson plans, unit templates, classroom discussions, classroom observations, and student feedback.

Extracurricular & Athletics

Strengthening Admissions & Extracurricular Collaboration

By 2028, Timothy Christian Schools will implement a collaborative process between the Admissions Department and Extracurricular Committee to evaluate applicants based on their strengths and talents in extracurricular activities.

- 2025-2026: Research best practices from CESA and peer institutions to determine effective methods for assessing applicants' extracurricular potential.
- 2026-2027: Develop and pilot a rubric-based assessment for prospective students. Gather feedback from admissions staff and extracurricular program leaders to refine the process.
- 2027-2028: Fully integrate the assessment system into the admissions process for 6th-12th grade applicants. Track student participation and achievement in extracurricular programs as a measure of success.

Finance & Operations

Establish a Human Resources Position

Timothy Christian Schools will hire and integrate an HR professional to enhance staff support, streamline HR processes, and improve operational efficiency.

- 2025-2026: Define the HR role, determine whether it will be part-time or contracted, and initiate hiring.
- 2026-2027: Assess the effectiveness of the HR role, adjust responsibilities as needed, and evaluate potential expansion.
- 2027-2028: Transition the position to full-time if justified

based on operational needs and budget feasibility.

Developing a 3-Year Financial Forecasting Model

Timothy will implement a financial forecasting model to accurately predict annual tuition revenue, expenses, and cash flow with at least 90% accuracy. This forecasting tool will improve budget accuracy and ensure better financial planning, risk management, and resource allocation.

- 2025-2026: Develop and test an initial financial forecasting model.
- 2026-2027: Refine the model using real-time financial data and provide training for leadership on its use.
- 2027-2028: Fully integrate the forecasting model into the budgeting process, ensuring at least 90% accuracy in revenue and expense projections.

Implementing AI Tools for Business Efficiencies

Timothy Christian Schools will identify and integrate AI tools to improve business analysis, accounting automation, and operational efficiencies, enhancing financial management and decision-making.

- 2025-2026: Research and pilot AI-driven tools for accounting and data analysis, assessing initial efficiency gains.
- 2026-2027: Evaluate pilot results and expand implementation where needed, ensuring measurable improvements in financial accuracy and administrative workload.
- 2027-2028: Fully integrate AI solutions into financial and operational workflows, optimizing processes and enhancing strategic decision-making.

Growth, Master Planning Transition AMI, Campus Expansion, Succession Planning

- 2025-2026: A) Define the school's areas of material interest (AMI) and begin or continue conversations with those within the AMI. B) Further investigate opportunities and build budget models for expansion to address capacity issues – satellite campus? micro-schools? C) Develop a “bench” for future board members using the systems and processes outlined in the Board Policy Manual.
- 2026-2027: Further engage stakeholders in the process of addressing our capacity issues and collaboratively create a master plan for the recently acquired acreage to our campus.

- 2027-2028: Begin donor engagement on the master plan, at least a Phase I.

Marketing & Communications

Outsourcing Paid Search, Paid Social, and Analytics

By 2026, Timothy Christian Schools will fully outsource its paid search, paid social, and analytics management to a single digital marketing agency for improved efficiency and attribution tracking.

- Within 3 months: Select a digital marketing agency.
- Within 12 months: Complete the transition to outsourced paid search, social, and analytics management.
- By 2028: Improve return on ad spend (ROAS) by 20% and ensure full tracking of applicant journeys from inquiry to enrollment.

Developing a Student-Led Content Team

By 2026, a student-led content team will be established to create engaging digital media aligned with Timothy's core messaging.

- Within 6 months: Recruit and train at least 8 high school students in content creation.
- Within 12 months: Develop a structured content calendar and asset library.
- By 2028: Achieve a 50% increase in content-driven engagement across social media platforms.

Developing New External Marketing Messaging and Internal Vocabulary

By 2026, Timothy Christian Schools will establish a cohesive brand messaging framework that consistently positions the school as a leader in academic excellence across all marketing and communication channels. This initiative will also ensure that internal stakeholders adopt unified language when communicating Timothy's academic strengths.

- Within 6 months: Conduct a comprehensive brand messaging audit to assess current inconsistencies and areas for improvement.
- Within 9 months: Develop a messaging playbook outlining key differentiators, value propositions, and academic proof points.
- Within 12 months: Ensure consistency in messaging across all digital and print materials, including the website, social media, advertising, and admissions collateral.
- By 2028: Implement at least six high-quality branded videos featuring academic success stories, student

achievements, and Timothy's core values. Conduct quarterly evaluations to measure impact on brand perception and engagement.

- This initiative will strengthen Timothy's reputation as a premier choice for faith-based academic excellence, ensuring clear and compelling messaging that resonates with prospective families and the broader community.

Technology

Responsible AI Integration in Education

By 2028, Timothy Christian Schools will develop and implement an AI integration plan that enhances learning while maintaining ethical and faith-aligned practices.

- 2024-2025: Form an AI Sub-Committee to establish a philosophy of AI in education. Provide foundational training for staff.
- 2025-2026: Develop AI curriculum for students at various grade levels and expand teacher training on AI-based educational tools.
- 2026-2027: Incorporate measurements into teacher observations and evaluations to set benchmarks for AI integration. Begin teaching the new curriculum developed in 25-26.
- 2027-2028: Implement AI usage in at least 30% of classrooms, ensure that all students have exposure to responsible AI applications.

Enhancing Cybersecurity Policies, Training, and Systems

By 2028, Timothy Christian Schools will have updated its cybersecurity policies, trained all full time staff, made appropriate changes to its security infrastructure, and implemented a system for security updates and awareness.

- 2025-2026: Conduct a comprehensive review of the cybersecurity policy. Identify areas needing improvement to infrastructure based on best practices.
- 2026-2027: Launch cybersecurity training to all staff over half time, tracking participation. Finalize and implement a new cybersecurity policy. Begin making infrastructure changes to better protect our network.
- 2027-2028: Finalize security based infrastructure changes. Ensure 100% of .5 FTE staff have completed cybersecurity training. Implement a centralized system to track cyberthreats and guarantee updates.