

ASL. Strategic Plan 2025-2030



The ASL five-year strategic plan sets a framework to strengthen the School's identity, advance academics, and enhance student well-being. A five-year horizon ensures the plan is ambitious yet practical, allowing ASL to remain agile, resilient, a first choice for families, and a place where every student thrives.

**The
American
School in
London**

Institutional identity

A cohesive and authentic ASL

A strong institutional identity ensures that ASL stands out within a competitive educational landscape. Staying ahead of global trends allows the School to anticipate shifts in demographics and educational expectations, ensuring it remains dynamic, responsive, and a first choice for families. Aligning all aspects of the program to ASL's institutional identity — from educational programming and financial models to employee engagement and community culture — creates a cohesive, authentic and intentional school-wide identity.

Goals:

- Clarify and formalize ASL's institutional identity and ensure all aspects of the School's program align with this defined identity.
- Leverage insights into stakeholder and marketplace trends to ensure ASL remains dynamic and responsive to emerging opportunities and challenges.

Educational enhancement & innovation

Preparing students to thrive

ASL will continue to deliver and build on an outstanding educational program that prepares students to thrive beyond ASL, while sharpening its definition and measurement of rigor. The School will identify and implement the optimal integration of technology and address the impact of AI on teaching and learning. The School will also deepen its focus on student well-being, resilience, and social-emotional growth, ensuring a holistic educational experience and further strengthening ASL's commitment to courageous global citizenship and individualized student success.

Goals:

- Retain and build on an educational program and pedagogy that are outstanding and prepare students to thrive after ASL, including how ASL defines, communicates and measures the rigor of its educational program.
- Identify and implement the optimal integration of technology into the educational program and specifically address the impact of AI.
- Maintain and deepen ASL's commitment to student well-being and evaluate the need to build resilience.
- Incorporate the vision of courageous global citizenship in the School's culture and educational program in alignment with ASL's mission, including engaging in effective interactions across differences.
- Investigate the feasibility of extending curriculum, programming and resources of ASL's student support services.

Financial stewardship

Responsible and forward looking financial leadership

Optimizing ASL's financial architecture will provide long-term resilience and stability, which includes both assessing the value proposition of school programs and setting a sustainable financial aid budget. Competitive compensation structures and effective performance evaluation strategies will support the recruitment, retention and development of outstanding employees. Refining fundraising strategies, particularly through endowment growth, will further build resilience, while strategic investments in infrastructure will ensure facilities align with evolving educational priorities and future innovation.

Goals:

- Maintain a resilient financial framework to support ASL's enduring stability including assessing the value proposition of academic, extra-curricular and social programming.
- Ensure that ASL's compensation structures are effectively supporting the optimal recruitment, retention, and development of outstanding employees, while integrating best practices in performance evaluation.
- Determine the optimal and sustainable financial aid budget to support the School's mission.
- Enhance the School's fundraising strategies to ensure clear, compelling, and impactful results, most notably by growing the ASL endowment to reduce reliance on tuition revenue and increase ASL's financial resilience.
- Invest into the facilities to ensure infrastructure which will support program excellence and remain flexible and viable for future innovation in education.