GA 2030

GERMANTOWN ACADEMY

STRATEGIC VISION



VISION

Since 1759, Germantown Academy has inspired curiosity, built character, and instilled confidence in our students. Grounded in enduring values yet driven by meaningful innovation, we are a community for life where every student is known and supported as they embrace new challenges. Through exceptional teaching and rigorous academics, along with extraordinary opportunities beyond the classroom, students discover their passions, thrive in college, and go on to lead lives of purpose and impact around the world.

MISSION

We inspire students to be...

Independent in Thought

Confident in Expression

Compassionate in Spirit

Collaborative in Action

Honorable in Deed

Dear Friends,



For 267 years, Germantown Academy has embraced a simple yet enduring charge: to prepare young people to lead purposeful lives and make a meaningful difference in the world. Since our founding, GA has been committed to learning, growing, and imagining what our school can become.

Today, we stand at an important moment in that remarkable journey. The world our students will inherit is changing rapidly, and change brings new opportunities and new expectations for what a truly exceptional education should provide. We have a responsibility to meet that moment with ambition and resolve to ensure that every student has the knowledge, character, skills, and experiences to thrive in the 21st century and fully live the noble mission of our school.

At the same time, we are stewards of something much larger than ourselves. The strength of Germantown Academy rests on generations of Patriots who have invested their talent, resources, and passion in this extraordinary institution. Our responsibility is to honor that legacy while fortifying the Academy for those who will follow.

With that in mind, we are proud to introduce GA2030, our strategic vision for the next five years. GA2030 is built around five areas of focus: Learning for Life, Financial Sustainability, Campus Planning, Equity & Inclusion, and Athletics. Together, these pillars represent a shared roadmap to advance the educational experience of every student and to secure the foundation and resources of the Academy.

I invite you to explore GA2030 and to partner with us in the work ahead. Each pillar reflects an opportunity to build on the remarkable school we have inherited, to address the needs of our students and community today, and to forge an even stronger Academy for tomorrow.

Forever forward,

Rich Schellhas 1760
Head of School

GA2030 | Learning For Life

Germantown Academy will cultivate the knowledge, skills, and mindset students need to thrive individually, contribute meaningfully to their communities, and lead confidently in a rapidly changing world.



Future-Ready Skills

EMPOWER students to leverage emergent technology as learners, researchers, creators, and data-informed problem-solvers, strengthening their ability to contribute ethically in a digital world.

IGNITE curiosity and sustained exploration, enabling students to approach problems creatively and develop solutions grounded in a combination of human insight and innovation.

CHALLENGE students to build perseverance and resilience, empowering them to take intellectual risks, learn from failure, and pursue new areas of growth.

CONNECT our culture of academic rigor with a school-wide focus on student well-being to support intellectual and personal development.

Civic Engagement

ENGAGE students in sustained civic commitment, equipping them to investigate real-world issues and partner with community leaders to design informed solutions.

FOSTER in students the ability to conduct serious inquiry and civil discourse, equipping them to navigate complexity and conflict to lead thoughtful, empathetic conversations.

EQUIP students to understand and navigate the systems that shape their lives, such as education, finance, health, government, and the environment.

DEVELOP students' cross-cultural competence, preparing them to collaborate effectively with individuals from diverse backgrounds and with varied perspectives.

Student Agency & Leadership

EXPAND pathways for differentiated learning, giving students the opportunity to explore a wide range of disciplines while pursuing depth in their areas of passion.

PROVIDE experiential and real-world learning, ensuring students apply their knowledge beyond the classroom and take ownership of their learning journeys.

GUIDE students to discover and strengthen their leadership capacity, enabling them to take initiative and create meaningful impact.

BOLSTER students' oral and written communication skills to amplify their voices in school, in their communities, and in the world as alumni.



GA2030 | Financial Sustainability

Germantown Academy will advance a durable financial model that expands excellence, access, and long-term sustainability to support the fulfillment of our mission and strategic vision.

Sustainability

DEMONSTRATE an ongoing commitment to a financial sustainability framework that integrates compensation strategy, debt thresholds, and a multi-year forecast to safeguard financial health and resilience.

EXPAND auxiliary income opportunities to diversify our revenue stream and reduce dependence on tuition.

Demand Modeling & Tuition Setting

ESTABLISH a data-driven, regularly updated demand model that assesses demographic trends, program value drivers, and affordability to inform tuition setting and enrollment strategy.

Financial Aid

IMPLEMENT a sustainable, strategically aligned financial aid model to ensure access for deserving students while achieving enrollment goals through the targeted, fiscally responsible use of endowment and tuition discounting.

Fundraising

PRIORITIZE endowment growth guided by clear, long-term targets and feasibility planning to support salaries, financial aid, unrestricted areas of greatest need, and essential infrastructure improvements.

ALIGN future capital fundraising initiatives with strategic priorities to propel the school's value proposition.



GA2030 | Campus Planning

Germantown Academy will actively plan for the maintenance and enhancement of our 126-acre campus to meet the needs of current and future generations of students through the design and implementation of renovations and additional facilities.



Campus Stewardship

ENGAGE in a long-term campus plan to thoroughly evaluate our current strengths, challenges, and opportunities and to position future generations for success.

ADDRESS short- and medium-term cyclical facility improvements through a holistic, on-going budgeting process, while planning for larger, long-term capital projects in a fiscally responsible and environmentally sound manner.

MAINTAIN high standards in design, maintenance, and sustainability to ensure our campus and facilities are beautiful, in excellent repair, meet our programmatic needs, and establish GA as an exemplary steward of the environment and a conscientious neighbor.

Community Safety

COMMIT to constant vigilance in examining and improving security provisions and protocols to remain a strong leader in our most fundamental charge: ensuring the safety of every community member, every day, to the best of our ability.

Strategic Partnership

COLLABORATE with the academic divisions and school administrative team to support their strategic vision in academic and extracurricular programming, equity and inclusion, finance, and athletics by maintaining and planning for the future of the school's physical plant and technology infrastructure.

GA2030 | Equity & Inclusion

Germantown Academy will strengthen our community by expanding culturally responsive programming, increasing belonging, cultivating leadership, and attracting and supporting families and employees.



Equity & Inclusion Curriculum & Programming

PREPARE students to engage empathetically and thoughtfully with diverse perspectives by deepening programming that builds self-awareness, understanding of others, and meaningful connections across the PreK-12 experience.

Family Access and Belonging

STRENGTHEN family belonging by providing families with equitable access to resources and meaningful opportunities to fully realize the Germantown Academy experience.

Inclusive Leadership

CULTIVATE inclusive leadership by developing a leadership pipeline and equipping leaders with the cultural competency skills to champion the school's equity and inclusion goals.

Retention of Faculty, Staff, and Administration

IMPROVE retention among employees from a wide range of backgrounds by investing in comprehensive onboarding, ongoing professional growth, and sustained mentorship so that they are supported, valued, connected, and equipped to thrive at Germantown Academy.

GA2030 | Athletics

Germantown Academy will cultivate a high-performing athletic program that develops talented, well-rounded student-athletes, strengthens community, and elevates program excellence.

Student-Athlete Recruitment & Experience

ATTRACT, DEVELOP, AND RETAIN outstanding student-athletes who align with GA's academic, athletic, and community standards.

FOSTER a culture of high standards, accountability, and competitive excellence that supports both individual growth and team success.

PROMOTE multi-sport participation and long-term athletic development to support student well-being, performance, and injury prevention.

GUIDE student-athletes with informed mentorship and individual attention through the college recruitment process.

Coaching Excellence & Development

RECRUIT, DEVELOP, AND RETAIN excellent teacher-coaches who align with GA's mission and student-first philosophy and create a culture of high performance and consistent success.

IMPLEMENT a consistent onboarding process that establishes clear expectations for program leadership, athlete safety, and community engagement.

INVEST in ongoing professional development, including leadership training, sport-specific learning, and mentorship opportunities that build internal coaching capacity.

Student-Athlete Well-Being & Mental Health

POSITION student-athlete well-being as a core component of athletic excellence.

PARTNER with the counseling department to foster resilience and develop holistic mental health programming and resources for student-athletes.



Middle & Upper School Program Alignment

ALIGN Middle School and Upper School programs through shared philosophy, language, and skill progression.

ESTABLISH middle school athletics and coaches as foundational to long-term program success.

Community Engagement

HIGHLIGHT student-athlete achievement, program culture, and alumni impact to heighten awareness of our school's athletic program and traditions.

STRENGTHEN connections among students, families, and alumni to build pride and belonging within the athletics community.

Head of School

Rich Schellhas 1760

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"GA 2030 gives us a clear sense of where we are going and, just as importantly, why it matters. It brings our community together around a shared direction for the future while staying true to who we are. It gives us a thoughtful roadmap for the years ahead — one that strengthens our financial foundation, guides our campus planning, and keeps us focused on engagement, inclusion, and excellence. Most importantly, it helps ensure that GA continues to evolve, compete, and lead with confidence, without losing the character and sense of community that make this school so special." — Michael H. Jordan 1760, Board of Trustees

GERMANTOWN ACADEMY

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