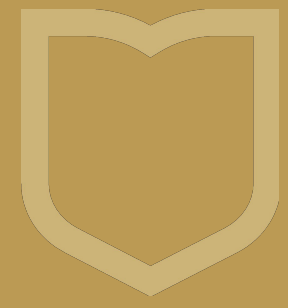




Strategic Organizational Planning



ESTABLISHING A 3-YEAR VISION

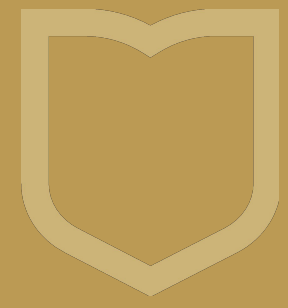
- » Who/What would we be three years from now if we had no restrictions at all?
- » What are the major decisions, success stories, and milestones we want to celebrate?
- » What limiting beliefs are holding us back?
- » What could we do over the next three years? Why?
- » What will we commit to do? How?

SESSION 3

DATA ENABLED PLANNING

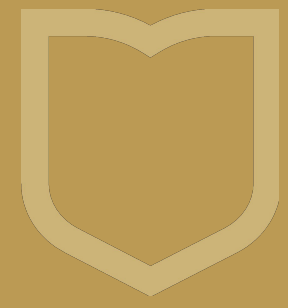
We will use our timeline maps during this session.
If you would like yours printed, please email
training@herzogfoundation.com





LEARNING OBJECTIVES: DEBRIEF SO FAR & CHECK-IN

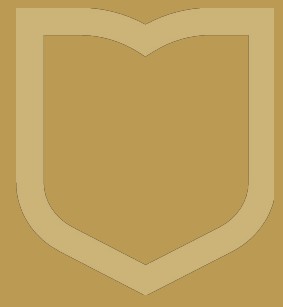
1. Establish an understanding of Strategic Planning - what it is & why it matters
2. Clarify the difference between a strategic organization & a strategic plan
3. Identify barriers to leading a strategic organization
4. Create a framework for the school to create its own strategic plan for growth
5. Receive coaching on the unique situation of your school



DATA SOURCES

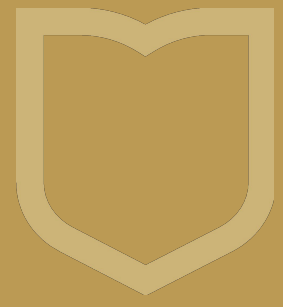


“Whoever owns the data owns the floor.”



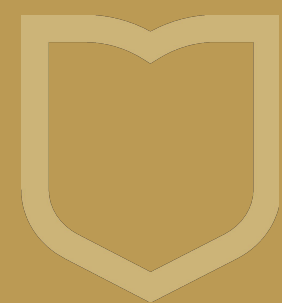
DATA SOURCES | FINANCIAL

- ❖ Income Statement
- ❖ Balance Sheet: Assets & Liabilities
- ❖ Financial Aid
- ❖ Budget Projections (3 scenarios)
- ❖ Revenue Sources
- ❖ Investments/Endowment



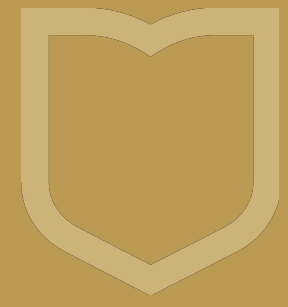
DATA SOURCES | ENROLLMENT & ENGAGEMENT

- ❖ Funnel Report: Progression, Inquiries, Tours, Apps, Admitted, Enrolled
- ❖ New Family Survey
- ❖ Faculty & Families Survey (NPS)
- ❖ Enrollment Trend Analysis by grade by teacher (3-5 years)
- ❖ Summer Enrollment Trend
- ❖ Zip Code Report
- ❖ Faculty Family Engagement Assessment



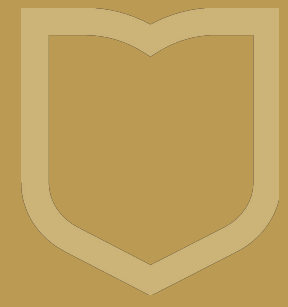
CASE STUDY

BOARD ENROLLMENT REPORT



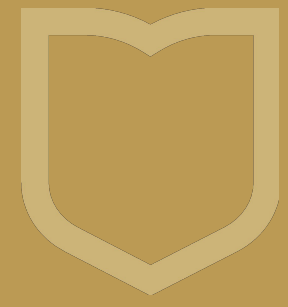
DATA SOURCES | ACADEMIC EXCELLENCE

- ❖ Teacher Observations & Coaching Feedback
- ❖ Student Growth Assessments
- ❖ Progression on Scope & Sequence



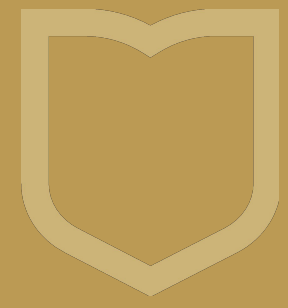
DATA SOURCES | OPERATIONAL PERFORMANCE

- ❖ Facilities Quality Assessment
- ❖ Safety & Security Assessment
- ❖ Funding & Completion of Maintenance
- ❖ IT Quality & Security Assessment



DATA SOURCES | EXTERNAL

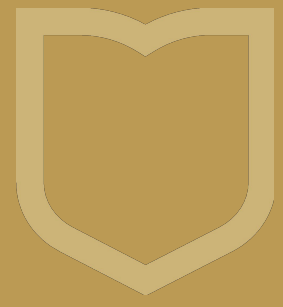
- ❖ Community Demographic Trends
- ❖ Community Economic Projections
- ❖ Competitive Analysis



DATA SOURCES



“Whoever owns the data owns the floor.”



SMALL GROUPS

10-Year Mapping

What historical data stands out for you?

Scott <i>Room #5</i>	Alan <i>Training Room</i>	Tammy/Andrea <i>Room #4</i>
Sonshine	Academy 31	Calvary Christian
Immanuel	Ambassador	Heritage Baptist
Spanish River	Brown County	Lamplighter
Greenbrier	Cathedral Oak	Trinity Christian
McKinney	Fellowship	Christ Lutheran
Northstar	Heart of Christ	North River
Landmark	Hancock	Waterbrook
Hendersonville	Hillside	
Arthur	Kingdom Christian Institute	
Faith	Mighty King	
Intown	Redwood	
	Trinity	