

Areas Where We Should Foster Continued Growth

1. The Continuation of the Development of TFT

School administration have been working on next steps in the implementation of TFT. Collaborative teacher groups have been formed with the intention of teachers supporting each other through TFT implementation. A special emphasis is being placed on students living the throughlines. Next steps would include teachers moving towards engaging students through formational learning experiences. ESCE will continue to support this work.

The anticipated cost for continuing to foster growth in this area is already part of our budget

2. Fostering Relations with EPS

Continued contact is being made with the district to ensure that the needs of ESCE, relative to supporting the Christian Program at ECS, are on the minds of EPS personnel. Items to be pursued are: maintaining the uniqueness of ECS, ensuring the important and substantive role of the society, longevity of the program, negotiating a new agreement (the agreement has been submitted), ensuring appropriate payments for the use of the facilities, negotiating new lease agreements, expanding Christian Education in the city, and whatever else may come up.

A significant part of negotiating a new agreement with EPS includes the principal selection process.

The Executive Director has the responsibility of pursuing this goal.

The anticipated cost for continuing to foster growth in this area is already part of our budget

3. Review and Revamp the Bible Program

Administration has begun the review process. Data is being collected on what is being done in the program K-12. Research is being conducted on what programs are available. Information is to be collected by the end of June, 2015 with a plan to make changes to the Bible curriculum that will start as early as Sept. 2015.

We anticipate that the cost for continuing to foster growth in this area will increase the budget by \$5,000.

4. Marketing Review and Renew

Regarding the marketing program we suggest hiring a marketing consulting firm to review what we are doing and recommend appropriate new strategies. Aspects include:

- the role of society as opposed to the role of the school
- role of the principal
- 1st point of contact
- School Tours
- open houses
- role of school secretaries, teachers
- role of admissions person at Society office
- advertising
 - where
 - how often
 - deliberate word-of-mouth advertising
 - how do we tell our story
- registration
- fundraising
- making contacts
 - churches
 - parents
 - students – connections with other schools
 - community
- Brand
 - pamphlets
 - enrolment packages
 - website
 - Facebook
 - Twitter
 - etc.

The anticipated cost for this initiative is \$30,000

New Growth Initiatives

1. Hire a Story Teller

As identified we could do a better job of engaging our parents with the vision and mission of the school, engaging our alumni, and marketing our schools. In our SPC discussions, and in discussions with the administration of the school, we feel that many of these issues could be dealt with if we were better at telling our story. We do some great things at ECS and lives have been changed through the influence of our schools. We need to tell the story of how students lives are changing as they live the throughlines, of students learning through lines through curriculum, of formational learning experiences. We need to shape the language so that we are intentionally and overtly connecting

vision, mission and throughlines to curriculum, service projects, and extracurricular activities. As well, a story teller could help students reflect on how they have been actively playing their role in God's story.

A story teller could:

- collect and tell stories of what makes ECS the place that it is
- Post stories on a blog, Facebook, Twitter, Instagram, etc.
- use mainly video but also words to tell the story
- engage parents, through story, about the school's vision and mission, with the intent of having our parents better understand the vision and mission and to get them involved in the program
- engage churches so they better understand who we are and what we do
- create regular "Pathways" with the intention of telling both the ECS and ESCE story
- engage the alumni through story with the intention of keeping them more closely connected to the school

The anticipated cost for this new growth initiative is \$30,000

To pay for this we would reduce funding for Christian Curriculum Coordination from \$85,000 to \$65,000 freeing up \$20,000 for this position. The \$85,000 now goes to EPS who in turn gives it to the campus principals as a part of their FTE for their leadership in Christian Curriculum. We would then put \$50,000 in the budget to pay for this person. The net addition, for this initiative, to the budget would be \$30,000.

2. Explore Creating a Restorative Practice School

As we explore how the relationships could improve between students and students, students and teachers, and students and administrators we believe it would be important to explore what it would take to become a restorative practice school.

We believe the board should create a committee to explore putting into place a restorative practice School. The committee should be made up of mainly administrators but should include a parent or two a board member, a restorative practice consultant and perhaps the Executive Director.

The committee would get an understanding of what that looks like by learning, discussion, visiting a restorative practice School, and have consultants tell us what that looks like. The committee would also explore costs, explore time commitments, explore the amount of training necessary and put together implementation strategies.

We anticipate that the anticipated cost for this new growth initiative will be \$5,000.

3. Appoint Building Committee

The strategic planning committee also believes that it is time for the board to strike an ad hoc building committee. The purpose of the committee would be to plan the reconstruction of our West campus with a view to beginning development in the spring of 2019. Although the High School and Northeast

School do have some ongoing building needs this building committee's task will be focused on issues relative to the West campus.

The anticipated cost for this new growth initiative is already built into the budget.