

## **Prattville Christian Academy Board of Directors January 2007**

On behalf of the Board, Faculty, Staff and Volunteers of The Prattville Christian Academy, it is our pleasure to introduce the revised strategic planning document which follows this letter.

This plan was developed after three months of intensive work and prayer by the Board, management and consultants. Included in this effort were surveys, interviews, management and faculty/staff meetings, presentations, research and statistical data. In January 2007, the board met to review and update the strategic plan. The revised plan follows this letter. The board remains committed to one critical focus: providing PCA student's academic excellence in a caring, Christian environment.

We have evaluated our strengths and learned from our experiences. As a result, over the next five years we have decided to focus our efforts on three areas of importance to our stakeholders:

- Glorifying God in all we do and increasing the spiritual education and outreach provided by PCA,
- Growing our student body by 50 students per year, while providing academic, spiritual and athletic excellence in superior facilities,
- Increasing communication with our stakeholders and increasing fund raising activities to fund facility growth while funding operations with tuition.

Specific details on our action plans are contained in this document. We remain committed to PCA and a vision of growth and excellence.

Thank you for your interest in The Prattville Christian Academy.

Sincerely,

Rusty Adair  
Lane Easterling  
Joe Hamilton  
Ron Mitchell – PCA President

Mac Adkins  
Don Greer  
Vernon Taylor

Keith Cantrell  
Randy Grissett

STRATEGIC PLAN  
Updated: January 2007

Current Status (as of 1/25/07):

Student Count: 455

Faculty Count: Full-time – 31; Part-time -- 12

Administrator Count: 2

Staff Count: 9

Mission Statement:

It is the mission of Prattville Christian Academy to glorify God by inspiring qualified students to excel academically, physically and spiritually, thereby preparing them for future success, in higher education or other endeavors.

Vision Statement:

Prattville Christian Academy is committed to glorifying God by inspiring students to reach their full spiritual, intellectual, social, emotional and physical potentials. We are committed to building faith in God, love of His Word, and respect for His creation. We are committed to providing a high quality, Christ-centered education in a caring safe environment, with emphasis on the individual and the importance of the family. We are committed to preparing qualified students for future success without preference to gender, race, or national origin.

PCA Beliefs:

1. A Christian school should be committed to honoring Christ by inspiring students to reach their full spiritual, intellectual, social, emotional and physical potentials.
2. Students need to demonstrate their understanding of essential knowledge and skills and be actively involved in solving problems and producing quality work in meaningful contexts.
3. Students learn best when they are actively engaged in the learning process and have appropriate opportunities for success.
4. A Christian school values communication wherein parents and staff form a partnership for student success.
5. Curriculum and instructional practices should incorporate a variety of learning activities to accommodate different learning styles.
6. Each student is a valued individual with unique physical, social, emotional, intellectual and spiritual needs.
7. A safe and physically comfortable environment promotes student learning.
8. The faculty, staff, and parents of a Christian school should model Christ-like behavior.
9. Students learn to make appropriate decisions given a supportive, challenging and Bible based environment.

10. The commitment of continuous improvement by faculty, staff, and students is imperative if students are to become confident, self-directed and lifelong learners.
11. A Christian school should prepare qualified students for future success without preference to gender, race or national origin.

#### Growth Plan:

The following growth plan reflects the goals for student numbers for the next five years. The Board is committed to ensuring adequate facilities are available to support these numbers.

2006 – 2007	460
2007 – 2008	500
2008 – 2009	600
2009 – 2010	650
2010 – 2011	700

#### **Stakeholder Expectations:**

Provide safe and secure education and activities.

Serve the community.

Practice fiscal responsibility and good stewardship of resources.

Provide at a minimum those services and programs provided by other private schools

- Maintain accreditation
- Ensure appropriate certifications
- Build adequate facilities
- Field sports teams

Keep tuition costs as reasonable as possible while maintaining reasonable class sizes.

Maintain a Christian emphasis that glorifies God.

Provide an outstanding college preparatory academic program focused on student performance and documented results using tests and college entrance exams.

Provide outstanding guidance services that demonstrate an understanding of colleges and programs that fit student needs and post-secondary scholarships – both academic and athletic.

Provide well rounded extra curricular programs available to all students.

Field competitive athletic teams that operate based on a Christian foundation that teachers character and responsibility.

### **External Vision Priorities:**

- Glorify God
- Devotion to Christ
- The preferred choice
  - College preparatory academics
  - Competitive spiritually focused athletics
- Spiritual growth of staff and students who have a passion for service to Church, employer and community
- Reasonable pricing

### **Internal Vision Priorities:**

- Strong spiritual emphasis
- Strong relationships with area Churches that service our students
- Strong Christian student leaders that accept responsibility
- Grow to three sections in each grade K-4 – 12<sup>th</sup> grade
- Student – Teacher Ratio 18:1- Elementary and 25:1 - Secondary
- 1 President
- 2 Principals
- Guidance Office and staff
- Stable faculty with competitive compensation and benefits
- 8-10 rotating Board members
- 25 acres
- Athletic facilities
- Media Center
- State-of-the-art technology infrastructure and education
- Expanded donor base
- Endowment program
- Donor program for wills/estate planning
- Number 1 choice for teachers
- Customized curriculum
- Diverse extracurricular activities
- Board committees and operational sub committees
- Better communication with and buy-in from Parents
- Alumni Association

## **Critical Issues**

Continue to grow good reputation

Continue school improvement and maintain accreditation

Continuously improve academic programs incorporating new developments

Expand administrator staff

- Spiritual Director
- Athletic Director

Expand faculty and quality of teachers

- Expand recruiting efforts
- Expand professional development efforts

Maintain independence from churches and government

Prioritize and emphasize the Christian environment at PCA

- Hire Spiritual Director
- Strengthen student chapel
- Develop standardized Bible curriculum
- Explore Christian mission and service opportunities

Focus on each child's needs

- Continue to grow the guidance program and explore future needs
- Continue training teachers on communication techniques with parents
- Continue educating parents on communication techniques with teachers

Increase sources of revenue other than tuition

- Benchmark, determine and implement possible programs

Look for opportunities to serve the community

- Develop listing of community service opportunities
- Ensure service club sponsors meet or exceed service requirements
- Oversee compliance

Expand donor program

- Endowments
- Insurance beneficiaries
- Estate planning
- Scholarship program

Maintain a secure and safe environment at all times

- Continue to update and communicate the security plan to students, teachers, staff and parents

Focus on teacher excellence and satisfaction while fostering ownership and ensure we are competitive in attracting required human resources

- Continue the survey process
- Refine teacher and staff development plans
- Refine teaching goals with teacher involvement and communicate to teaching staff

Grow communications between Board, school management and parents

- Expand the use of the survey system
- Expand newsletter by including a “Message from the Board”

Promote the unity of Christ

- Expand Bible based education
- Continue school management emphasis on faculty development and unity
- Evaluate all current published documents to ensure compliance
- Focus on Jesus and the Bible