

CCA Strategic Plan
September 2019
(updated June 2022)

The goal of our strategic plan is to affirm our core strengths and align our efforts to build on those strengths while anticipating and responding to the challenges we face.

1. FINANCIAL STABILITY AND SUSTAINABILITY - Develop and implement a multi-faceted and sustainable financial plan that enables CCA to accomplish strategic goals, and raise the necessary funds to enhance our school's mission and vision.

- Approve and manage to a balanced budget for every school year.
- Increase donor base by a minimum of 5 \$1000 donors, with a goal of 10 \$1000 donors annually.
- Each board member will designate CCA as one of his/her top 3 philanthropic organizations.
- Recognize and build relationships with donors.
- Increase Alumni giving by 20% annually via increased relationships with Alumni.
- Develop/continue effective fundraisers for school families and the public.
- Increase grant income by continuing to apply for eligible grants annually.
- Manage retention to achieve 95%, after accounting for graduates and relocations
- Increase enrollment by a minimum of 5% annually.
- Encourage board members to publicly promote the school to spread brand awareness, recruit potential donors and attract prospective new families.
- Encourage faculty and staff to participate in fund raisers and publicly promote the school.
- Maintain and grow the Emergency Fund to a minimum of 3 months of operating expenses via monthly contributions.
- Develop and grow a capital fund account by 10% annually.

2. COMMUNITY PERCEPTION - Develop ways to communicate the value of Christian education and the mission of CCA to the broader Corning community and improve the current perception of CCA . Create and maintain collaborative community relationships and increase visibility to be more recognizable in the community.

- Maximize social media use across all formats - FB, instagram, linked-in, and any new platforms as appropriate
- Continue to use branded images and colors to promote the school in order to be more recognizable
- Increase visibility by involvement in community events and volunteering. Minimum 1 event per quarter.
- Perform a minimum of 1 service event per quarter with publicity (any element in the school -. i.e. elementary, secondary, entire school, etc.)
- Grow “Explore CCA day”
- Develop endorsements for the school - including current families, Alumni (graduates and former/non-graduate students), community leaders, etc.
- Create and foster collaborative relationships in Corning and surrounding area by regular communication and participation in community activities
- Continue to grow community geared fundraisers (love-serve-lead-athon, Spring Spectacular)
- Encourage board members and faculty and staff to attend CCA events and to publicly promote CCA within the community.

3. ACADEMIC EXCELLENCE - Equip our students in excellence through stewardship across dynamic and meaningful cross-curricular instruction and school based programs incorporating CCA core values.

- Maintain an academic excellence committee
- Provide qualified teachers and long term substitutes at every level for every subject.
- Provide professional development/growth plan for each teacher.
- Review curriculum goals in every subject, ensuring critical thinking is incorporated.
 - Create technology curriculum.
 - Improve the sciences across all grades, especially elementary

- Review the Bible curriculum, create and maintain a vibrant and impactful chapel program and maintain Biblical integration in all subjects
- Foster and develop the spiritual formation of each student, through teaching, biblical life application skills and equipping them to live out their faith in a real world context
- Explore additions to electives, clubs/activities and sports (including cross-Christian-school opportunities)
 - band/instruments, choral, drama, etc...
 - Chess, robotics, academic all-stars, etc...
 - alternative/additional sports
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- Provide intentional intervention and individualized support for students struggling in an academic or social-emotional learning Provide intentional intervention and individualized support for students struggling in an academic or social-emotional learning
- Deliver, evaluate, and refine virtual/remote learning practices.

FOCUS AREA OWNERS:

1. Financial stability and sustainability - Erin, Steve and Gayle
2. Community perception - Erin and Keila
3. Academic excellence - Aspyn

The focus area owners will determine specific actions steps to accomplish each objective along with a time line.

CCA BOARD MEMBERS:

Gayle Bicknell - Chairman
 Aspyn Landis- Vice Chairman
 Steve Ormsby - Treasurer/Secretary
 Steve Pozella
 Andrew Benjamin