



Grace Baptist Academy & Children's Center Five-Year Strategic Plan January 2017

Academy Mission

Grace Academy will work alongside the home and church to assist in teaching young people to think and live biblically and to provide the opportunities and environment for them to develop physically, socially, emotionally, and intellectually.

We will Fulfill our Mission with a Focus on Five Goals in the Next Five Years!

➤ **High Quality, Biblically-integrated Academics**

We will continually improve our educational program ensuring it is creative, rigorous and Biblically-integrated.

Our Prayer: *Inspire us to challenge our students daily so they gain new knowledge and new abilities to think and act with a Biblical worldview for the rest of their lives.*

Some examples of how GBA will pursue this objective:

- Evaluate and develop new academic courses, including online opportunities
- Provide professional development for all faculty in biblical integration methods
- Investigate new initiatives for spiritual development of students
- Advance our strategic plan for effective use of educational technology
- Continue expanding opportunities for our students in the fine arts
- Cultivate a competitive, character-building, and God-honoring athletic program at all levels
- Complete a comprehensive course catalog to guide our academic program
- Engage in our self-study for continued AdvancEd accreditation

➤ **God-honoring Relationships**

We will cultivate and strengthen loving, long-term relationships.

Our Prayer: *Help us to love like Jesus loves and give all we have to one another.*

Some examples of how GBA will pursue this objective:

- Strengthen employee morale with intentional care by leadership
- Promote increased parent participation
- Expand our donor base and improve donor retention
- Gain more involvement of Grace Baptist Church members
- Pursue community service opportunities
- Build support and loyalty from alumni and supporting churches

➤ **Strong Student Body**

We will recruit and retain a healthy number of students.

Our Prayer: Bring us the students You want us to have, so we can point them to You.

Some examples of how GBA will pursue this objective:

- Consistently implement our admissions process
- Articulate key messages clearly and comprehensively in print, broadcast, and digital media
- Expand our online marketing methods (website, social media, digital, etc.)
- Implement regular assessment of parent/student satisfaction
- Improve orientation and assimilation of new parents and students

➤ **Disciplined Financial Management**

We will continue to implement a God-honoring financial plan that maximizes the strengths of our people, reduces indebtedness, and provides for effective facility care and improvement.

Our Prayer: Give us your wisdom and discipline to make the best financial decisions every day.

Some examples of how GBA will pursue this objective:

- Utilize leadership from all departments to create and enforce the annual budget
- Operate with a 5% margin of income over expenses
- Eliminate internal indebtedness and continue paying down our mortgage
- Improve employee compensation and benefits

➤ **Well-maintained and Expanding Campus**

We will maintain clean, attractive buildings and grounds that are consistently repaired and improved by updating, remodeling, and also constructing new facilities as needed.

Our Prayer: May You be honored by our diligent stewardship of the resources You have given.

Some examples of how GBA will pursue this objective:

- Assess current needs and develop a master plan for campus maintenance and expansion
- Add qualified, experienced staff with specific skills
- Allocate funds for improved maintenance, custodial services, and upgrading facilities
- Raise funds for major capital improvements
- Complete the Grace Fitness Center project