

SOUTHLAND ACADEMY STRATEGIC PLAN

2021-2026

(AS OF JAN 2022)

MARKETING AND COMMUNICATION

Goal: To continually seek ways to improve communication within Southland Academy community, the communities we serve, and to prospective families.

Item:	Responsible Party:	Target Date:	Prerequisites/Follow-up Steps:	Status
Analyze current Communication with current families and prospective families	Advancement Committee	Nov. 22 2021	Have set priorities and initial goals	
Determine steps for improvements and set goals.	Advancement Committee	Jan. 31 2022	Update July 15 2022	
Evaluate current Website	Advancement Committee	Jan. 15 2021		Complete
Update website	Admin Team	July 15 2021	Review Sep. 15 2021 and then review and update each Jan 15 and July 15	
Bring all social media under one plan	Ast. Headmaster	Oct. 15 2021		Complete
Develop plan for regular social media communication that incorporates WHOLE school	Ast. Headmaster	Jan. 15 2022		
Engage others on social media	Ast. Headmaster	Jan. 15 2022		
Evaluate social media communication	Advancement Committee	Nov 15 2021	Ongoing review Nov. 15 2021 and each April 15 and Nov. 15	
Host parent meetings at the beginning of school year and utilize other parents to facilitate “lessons learned” about various stages of school	Headmaster	Aug 15 2022		
Evaluate communication to current parents from school and from teachers	Headmaster	Nov 15 2021	Ongoing review of communication	

Goal: To create a comprehensive marketing and admissions plan that effectively solidifies Southland Academy as the leading school in our area for excellence in academics, activities, and faith.

Item:	Responsible Party:	Target Date:	Prerequisites/Follow-up Steps:	Status
Evaluate current admissions publications and marketing plan	Advancement Committee	April 15 2021	Review previous material	Complete
Develop communication plan with themes, goals, and targets to include diversity and geographic goals (Plan includes website, advertising, annual fund, admissions, and social media)	Advancement Committee	Nov 15 2021	Set meeting date	Complete
Produce materials for plan	Admin Team	Jan. 15 2022		
Evaluate marketing and admissions plan	Advancement Committee	April 15 2022	Review each April 15 th	
Establish Communication Plan for Upcoming Year	Advancement Committee	May 15 2022	Each May 15 th	
Evaluate current admissions process	Admin Team	Jan. 1 2022	Establish approach changes by Jan. 15 2022	
Establish revised admissions process	Admin Team	July 15 2022	List from evaluation process	
Evaluate admissions process	Admin Team	Ongoing July 15 2023		

Goal: To build an active alumni relations program that fosters continued relationships with our Southland graduates, provides effective means of ongoing communication, and values the active participation of Southland Academy's alumni as part of our Southland family.

Item:	Responsible Party:	Target Date:	Prerequisites/Follow-up Steps:	Status
Ensure that alumni are included in our database for communication to the school community	Director of Development	July 15 2022	Obtain additional information at alumni events or through alumni reps	
Solicit information from graduates for our records and alumni news on website and social media	Ast. Headmaster & Director of Development	July 15 2022	Ongoing	
Have each class choose a class representative	Director of Development	April 15 2023	DECIDED HOW TO ACCOMPLISH	
Increase marketing of school events to alumni	Ast. Headmaster	July 15 2022	Part of School's Communication Plan	
Host multiple events on and OFF campus for alumni each year	Director of Development	July 15 2022		

Consider establishing an alumni board	Admin Team/Advancement Committee	April 15 2023		
Evaluate alumni relations program/events	Admin Team/Advancement Committee	July 15 2023 and ongoing		

Goal: To enhance positive community relations in the counties we currently serve.

Item:	Responsible Party:	Target Date:	Prerequisites/Follow-up Steps:	Status
Increase media coverage- establish protocol	Ast. Headmaster & Director of Development	Sep. 15 2022	Review quarterly/ Establish a notebook/file	
Identify 1 event/ qtr for student participation in community events	Dean of Students and High School Counselor	July 15 2022	Review quarterly	
Identify opportunities for student leadership in communities with other organizations	High School Counselor	July 15 2022	Review yearly	
Identify and execute our community service activities for the year in various counties	High School Counselor	July 15 2022	Review yearly/ Determine what is manageable	
Through Learning Lab services offer a community events	Headmaster	Nov. 19 2021	Ongoing	
Have a few Southland events utilizing community venues	Headmaster	Nov. 19 2021	Ongoing	
Implement PHASE TWO of community relations plan that involves “Flying Easter Bunny” event, parent conference, informational meetings in various communities	Headmaster	Easter 2023	Ongoing	
Evaluate community relations	Headmaster	July 15 2023	Ongoing each July 15 th	
Implement PHASE THREE of community relations plan that includes adjustments to previous events, and addition of events in service, leadership, and support to community	Headmaster	July 15 2024	Ongoing each July 15 th	

TECHNOLOGY

Goal: To establish and maintain a technology system that facilitates school-wide administrative and teaching functions and allows us to communicate effectively with our entire school community.

Item:	Responsible Party:	Target Date:	Prerequisites/Follow-up Steps:	Status
Maintain a secure and reliable computer network	Director of Media	Ongoing		
Evaluate the current use of programs for administrative functions & consider modifications	Admin Team	March 2022		
Evaluate the current database system and make improvements for effective communication	Admin Team	Dec 1 2022		

Goal: To create a technology environment that enhances innovative learning in the classroom, increases student's preparedness for after high school, and provides additional resources for teachers.

Item:	Responsible Party:	Target Date:	Prerequisites/Follow-up Steps:	Status
Evaluate current use of technology in classrooms	Admin Team and Department Heads	March 15 2022	Teacher survey	
Establish technology goals	Admin Team and Department Heads	July 15 2022		
Assess faculty needs for training and establish training programs	Admin Team and Department Heads	Jan 15 2023		
Assess need for new technology and evaluate costs	Admin Team	July 15 2022		
Ensure sufficient funds to cover maintenance and replacement costs and set financial goals for technology improvements	Finance Committee Headmaster	Aug 1 2022		
Set Desire goals for environment & curriculum	Admin Team	Jan 15 2023		
Evaluate technology environment and learning	Admin Team	May 15 2024	Teacher/Student Feedback	
Evaluate student's preparedness for after high school	Admin Team	May 15 2024 and ongoing	Alumni feedback	

FINANCIAL OPERATIONS AND FACILITIES

Goal: To consistently keep the campus well-maintained and make improvements where needed to ensure safety of those using the facilities and support the needs and goals of the school.

Item:	Responsible Party:	Target Date:	Prerequisites/Follow-up Steps:	Status
Prioritize the current list of repairs and facility needs	Admin Team	March 15 2022	Set meeting date	
Establish a budget for larger scale maintenance and improvement projects	Finance Comm.	Feb 15 2022	Update Annually	

Goal: To meet the financial needs identified through the goals and objectives outlined in this Strategic Plan.

Item:	Responsible Party:	Target Date:	Prerequisites/Follow-up Steps:	Status
Allocate \$5,000/month for growth and improvements or an approved amount	Finance Comm. Headmaster	Ongoing		
Consider capital campaign for overall improvements	Headmaster Advancement Comm.	July 15 2022		
Reallocate cash on hand to maximize school's growth and security	Finance Committee	Dec 31 2021		
Set funds aside for technology improvements as identified by the technology committee	Finance Comm.	July 15 2022	Receive recommendations from the technology committee	
Systematically evaluate current means of fund development and evaluate areas of potential growth from various donors and funding sources	Advancement Comm.	May 15 2022	Include discussion in Advancement Committee meeting (March 2022)	

ENHANCEMENT AND SERVICES

Goal: To enhance the Learning Lab to offer information and services to students, parents, faculty, and staff, and to the communities we serve.

Item:	Responsible Party:	Target Date:	Prerequisites/Follow-up Steps:	Status
Study the feasibility in changing the “Learning Lab” name	Advancement Committee	July 15 2023		
Add tutorial and enrichment services to maximize individualized learning opportunities	Admin Team	Ongoing	Evaluate services added to date and establish next step	
Establish a five year plan for non-academic resources (programs) for students, parents, faculty and community part of COMMUNITY RELATIONS PLAN ABOVE	Admin Team	Ongoing	Evaluate resources in May 2022	
Develop a network of referral sources	Admin Team	Jan. 1 2022		
Assess the feasibility of in-house support for students	Admin Team	Jan. 31 2022		
Conduct a survey of parents to evaluate the desire and need for additional services.	Headmaster	Jan. 31 2022	Re-evaluate services Nov 2022 and each year	
Conduct PHASE TWO AND THREE OF COMMUNITY RELATIONS PLAN ABOVE	Headmaster	March 2023 and March 2024		

Goal: To recruit, retain, evaluate, and support excellent teachers and staff who enable Southland Academy to provide an exceptional educational experience and further the mission of Southland Academy.

Item:	Responsible Party:	Target Date:	Prerequisites/Follow-up Steps:	Status
Provide time/resources for professional dev.	Headmaster	Oct 1 2022	Obtain faculty feedback	
Establish a procedure for training requests	Headmaster	Jan. 15 2023		
Create opportunities for professional development in technology and test taking preparation	Admin Team	Jan. 15 2023		
Recruit a more diverse pool of candidates of teachers and staff	Headmaster	Jan. 1 2023		
Examine current compensation packages for faculty and staff	Headmaster	April 15 2023		
Create a better pool of substitute teachers	Headmaster	Jan. 1 2023 & ongoing		

Goal: To continually commit Southland Academy to providing a foundation for each student to build a strong mind, body, and spirit by offering a variety of activities to promote faith, leadership, interest, and wellness.

Item:	Responsible Party:	Target Date:	Prerequisites/Follow-up Steps:	Status
Establish a program that offers resources to challenge students mind, body, and spirit	Admin Team	Aug 1 2021	Evaluate each year	
Consider enhancing Spanish program in middle school and advanced classes	Admin Team	July 1 2023	Study what similar independent schools scope and sequence	
Celebrate service projects and seek new opportunities	Admin Team	March 1 2022		
Highlight the honor code and high expectations of our students	Admin Team	Sep 1 2021		
Incorporate student travel to foster interest, service, and knowledge	Admin Team	July 1 2022		
Reengage high school student body in clubs	Dean of Students	Aug 1 2021		
Evaluate events and programs and Implement PHASE TWO MISSION MINDED programs	Admin Team	Aug 1 2023		
Evaluate events and programs and Implement PHASE THREE OF MISSION MINDED programs	Admin Team	Aug 1 2025		