

Concord Academy Petoskey
Three-Year Strategic Plan August 2018-August 2021

Development Process

The strategic plan was developed from parent survey results, staff and School Board input.

Goals:

- 1.) Increase Student Enrollment - Goal of 20 students per class and 16 students for Developmental Kindergarten (DK) and Kindergarten
 - Promote DK program via social media, website, tours, kindergarten round up, and open houses
 - Promote new performance space via social media, website, graduation and other performances and events, and open houses
 - Promote “Art Happens Here” tag line via social media, website, newsletters

- 2.) Increase K-12 Retention
 - Focus on transitions from elementary to middle school and from middle to high school to maintain enrollment
 - Maintain current extracurricular activities and explore new opportunities as opportunities arise
 - Keep current with technology

- 3.) Maintain Staff Retention
 - Keep class sizes manageable without hindering enrollment
 - Promote family atmosphere and stability

- 4.) School Safety
 - Install front door security system by beginning of school year 2018-19
 - Continue to promote and explore methods to increase school security