



Cross and Crown Lutheran School

Developing Responsible Christian Citizens
Rohnert Park, California

Jean Bashi, Administrator



Project Summary

Cross and Crown Lutheran School, established in 1972, is a suburban school located in Rohnert Park, California. We are a Toddler-3rd grade with an enrollment of 88 students. Up until June of 2008, we were a Preschool-8th grade until demographic and economic conditions required us to scale back to a Preschool-1st grade. Since then, we have added a Toddler program and a grade a year, with a 4th grade to be included this fall. Our goal is to expand through the 6th grade.

Even though our long-term goal was to rebuild, it became apparent we needed to take a deep look at ourselves and go back to our roots, firming up our foundation before any further marketing of our grade expansion. Our website, brochures, and logo were outdated, and our Mission, Vision, and Philosophy Statements no longer expressed our current views. A complete renovation of our inner workings was needed to discover who we now were.

Project Goals:

- Rewrite Mission, Vision, and Philosophy Statements
- Design a new Logo and Tag Line
- Design a new School-wide Brochure
- Develop Class Overviews
- Create new Elementary and Preschool Brochures
- Develop a new Website



Project Results

- Our Mission, Vision, and Philosophy Statements were rewritten and published in both the Church and School newsletters for several months.
- A new logo and tag line were developed and launched in April, 2011.
- Banners and stationery were designed and printed with our new logo.
- A tri-fold school-wide brochure, (folder size), was designed.
- Overviews were written for every class level, to be placed in school brochures.
- An elementary tri-fold brochure was created to be placed in school brochures. (A preschool brochure is to be completed in the fall of 2011.)
- A new website was created and launched in June, 2011.



What We Have Learned

- Making Christ the foundation and center of everything we do is essential to the rebuilding of our school.
- Rewriting the Mission, Vision, and Philosophy Statements laid the groundwork for our brochures and website and helped us clarify who and what we are.
- An equally important step was including the staff in the rebuilding process so that the teachers who remained after the downsizing contributed to the reconstruction and thereby the healing process.

