



The **Lutheran School**  
of Flushing & Bayside

A Christian Elementary and Middle School

Nursery, Universal Pre-K, Gifted & Talented Kindergarten, First to Eighth Grade

## **A School Transformation into a Gifted & Talented School**

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## ***Project Summary***

The Lutheran School of Flushing & Bayside is located in Bayside, Queens, New York, serving 180 students from Nursery to Eighth grade, from thirteen different cultural backgrounds. The Lutheran School of Flushing & Bayside is “bottom heavy” with fifty percent of its enrollment in Nursery and Pre-Kindergarten. A majority of our families do not stay with us into kindergarten.

## ***Issues & Challenges***

Urban Christian education is struggling to remain viable; The Lutheran School of Flushing & Bayside is seeing and feeling the impact:

- Shrinking enrollment
- Competition (lower-cost Catholic school option and highest rated public school district in New York City)
- Changing demographics
- Continuing to offer all major and minor subjects
- Parent response to interview questions: “Why should we pay when we can get the same quality education for free?”
- Urban centers shifting away from Christ-centered education

## ***Project Results***

Steps:

- ➔ A team created of faculty, parents, alumni and community members to study growth models:

<b>Church Growth</b>	<b>Business Growth</b>
Word of Mouth	Word of Mouth
Welcoming	Reputation
Music/Special Programs	Advertising Product/ Program
Quality	Quality
Draws people in	Customer Service
Demographics: meets community and its needs	Finds a niche market that consumers want

- Demographic study of emerging population
- Community interviews

### **Results:**

To offer a high quality education that meets community needs in a way above what others offer with a focus on technology and the arts:

- Extensive evaluation of public and private school gifted and talented programs
- Common Core implemented to match New York City Department of Education
- Curriculum revised to reflect higher standards and project based learning
- Large marketing campaign using web, print, and new downloadable iBook (See "1<sup>st</sup> Lutheran School iBook" on the next page)

### **What we have learned:**

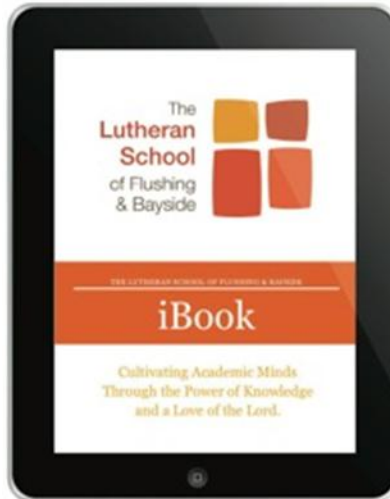
- For the first time in ten years, we have eighteen students registered for kindergarten!
- Lutheran School of Flushing & Bayside has a waiting list to enter kindergarten.
- We have a four-year transition plan created to become a K-8th grade Gifted & Talented school
- Staff "buy in" to model continues to be a challenge as teachers fear readjusting teaching styles, and wondering if they are appropriate for the model

Our school is proud to present our new downloadable iBook simply called,

## The Lutheran School

for your iPhone, iPod, iPad or MAC laptop/desktop.

It showcases our school in a new way using videos, movies, photographs and real descriptions of our classrooms to share with you who we are, what we believe and what we can do for your child.



### 1st Lutheran School iBook

#### Summary

- Technology is infusing itself into our normal every day culture
- Information needs to be readily available to satisfy immediate need
- Make available an interactive downloadable resource that doesn't require data usage for continual viewing and that takes advantage of available technology

#### Project Steps:

1. Apple Inc.© released iAuthor software
2. Students created videos using iPads
3. Teachers defined curriculum and classroom environment
4. Graphic style, with new logo, created
5. A fantastic project that the entire school body can be involved in (faculty, parents and students)

#### Project Results:

A 99-cent downloadable book for iPad, iPhone and iPod Touch that is available today