



Eastern Christian School

North Haledon, NJ

Thomas Dykhouse, Head of School



PROJECT SUMMARY

Eastern Christian School is a 118 year old PK-12 school located in the New York metro area which has witnessed declining enrollment in the last decade and led some to question its long-term viability.

During the 2009-10 school year, Eastern Christian examined numerous strategies designed to effect student enrollment and long term sustainability by way of creating a more compelling value proposition. On the basis of this examination, Eastern Christian has adopted numerous pricing, program and provision measures that it believes will have a positive impact on current enrollment and long term sustainability.



PROJECT RESULTS

Following an extensive review process involving a broad cross-section of the school community, external consultants and colleagues at other educational institutions, Eastern Christian took the following specific actions:

PRICING:

- Eliminated tuition increase
- Increased scholarships and discounts

PROGRAM:

- Expanded curriculum
- Increased professional development and performance objectives
- Improved facilities
- Expanded communications

PROVISION:

- Created supporting businesses
- Expanded methods of donor solicitation
- Revised endowment investment practices

WHAT WE HAVE LEARNED



The results of the work begun in a time of great challenge in 2009 indicate that there is significant interest and support for Christian education in the New York metropolitan area.

- **Pricing measures** have improved student retention and recruitment.
- **Program measures** have increased competitiveness with other educational options
- **Provision measures** financially enable an improved and more compelling educational value proposition
- These factors are reason for OPTIMISM for the long term sustainability of Eastern Christian School.

