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 SUMMARY

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.