



# Unity Christian School

## Chilliwack, BC, Canada

Edward Noot, Principal

### From Initiatives to Strategic Plan

Unity Christian School serves 330 students from Pre K – 12 on two campuses. A faltering economy, a plethora of local school choice (both public and private) and a declining provincial student demographic have led to decreased enrolment. The UCS Board has developed a number of significant strategic initiatives in the areas of facilities, fund-raising and promotions, but the school lacked an overall strategic plan to ensure that all initiatives were connected to the school's central vision and goals. The Board recognized the importance of developing a strategic plan to formally articulate a vision and core values, and to synthesize existing initiatives with new ones ensuring overall convergence with our mission, vision and values.



### Project Results

The Strategic Planning Team (comprised of various UCS stakeholders) built on an extensive school review process facilitated through the Society of Christian School of BC. Questionnaire data gathered during this review was available to the Team. Additional questionnaires were completed online by a high percentage of board, education committee and staff members. After this data was collated, the Team met with Van Lunen consultant, Dave Medema, who facilitated our strategic planning process. Out of this process, a strategic plan document was drafted, adopted by the Board and presented to our school society members. The plan built on our mission statement by adding a vision statement and articulating core values. Strategic initiatives in fund-raising and facilities were included alongside new plans for financial management and educational program. The teaching staff will expand and clarify educational program goals in the fall of 2011.



### What We Learned

- A strategic plan brings a community together to celebrate and set goals, and keeps the leadership group focused.
- A skilled facilitator is a critical asset in this process.
- Conducting a major school review and a strategic plan in the same season has pros and cons. It allows for extended data gathering, reflection and discussion, but it also causes additional work and fatigue for some.
- Much of the hard work remains! Our course is charted, but now we have to work diligently, stay accountable and keep looking to God for confirmation that we are on the right course.

