



St. Timothy's Lutheran School

San Jose, CA

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Project Summary

St. Timothy's Lutheran School has spent the majority of its 30-year history reacting to internal and external influences (lower or higher enrollment, economy, change in administration, etc.) to determine the focus and plans for the future. The school board recognized that in order to grow and become stronger, we had to identify our strengths and weaknesses and *strategically* plan for the future.

This project included identifying the core values of St. Timothy's Lutheran School, conducting a SWOT analysis and developing a strategic plan.



Project Results

➤ Mission Statement

The mission statement was reviewed and reaffirmed by the school board.

➤ SWOT analysis

- The school board participated in a SWOT analysis exercise.
- The faculty and staff reviewed and gave input to the SWOT analysis.
- The school board reviewed the SWOT analysis and prioritized the top five items in each quadrant.

➤ Core Values

- These were developed from SWOT analysis, results of a parent survey, and faculty and school board input.
- Monthly essays were developed and published to communicate each core value to the parent and church community.

➤ Strategic Plan

- Five main priorities were identified from prioritized SWOT analysis: programs, faculty and staff, marketing and messaging, resource development, and facilities.
- Within each of these broad priorities, specific strategies and initiatives were developed.



What We Have Learned

➤ Challenges

- Getting school board members to identify the strengths of St. Timothy's rather than focusing only on the weaknesses.
- Getting members of the strategic planning committee to fully commit to the task at hand.

➤ Victories

- Core Values were identified and communicated with the larger community.
- A Strategic Plan was developed to focus the school board as they plan for the future.
- The school board came together to plan strategically for the school!

