

### Mapping the Journey

Langley Christian School is a well-established Pre-K to 12 school with 1000 students located in Langley, BC.

Although each of the facilities are near-new, the school has a significant debt. The LCS Board chose to address the debt issue within the context of a comprehensive strategic plan. The goal of this project was to create a format for the plan and begin the first phase of the project, which was to implement new initiatives to address current concerns and gather data to develop future goals.



*equipping students -  
transforming lives*

### Marking Milestones

In the Fall of 2011, the LCS Board approved the Dynamic Strategic Framework document outlining the purpose, scope and goals of the project.

Specific goals to be addressed in the 2011-2012 school year were to:

- ❖ Develop new strategies to grow the school's Foundation.
- ❖ Develop a new event for Parents of Alumni
- ❖ Conduct surveys for Parents, High School Students, Alumni and Educational Staff

In February, 2012, the LCS Foundation held a seminar designed to help people with a wide variety of financial needs.

On May 25, 2012, we held our first Honorary Parent dinner.

Throughout the Spring of 2012 we designed, conducted and analyzed results of LCS stakeholder surveys. This initiative was, by far, the most intense and time-consuming part of the project, but the benefits will be realized next year and beyond.

### Measuring Progress

We were very pleased with our Foundation seminar. Attendees received valuable information on a variety of financial matters. We were also able to speak about the Foundation and different ways to contribute to it. Next year we plan to build on the success of this seminar.

Our Honorary Parent dinner was a blessing for the 80 people who attended, but we were hoping for twice that number. Stories and testimonies from those who have journeyed with LCS for many years were priceless. Our challenge for next year is to increase the number of attendees, thereby building our donor database.

Compiling surveys for each demographic in the school and analyzing the data was far more involved than we first thought. We discovered that questions need to be formulated very carefully if they are going to provide the information needed. Analyzing the data is a time-intensive endeavor. In our parent survey alone, we received 200 responses from a total possible of 480. In addition to the quantitative data, the Strategic Planning Team had 10 pages of comments to scrutinize.