

Strategic Growth Plan

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Central Lutheran School, New Haven, IN

www.cluth.org

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What I did:

Central Lutheran School is a Kindergarten through 8th grade school of 340 students. The school is a part of an association formed by three Lutheran churches in New Haven, IN. A Strategic Growth Plan was needed to coordinate opportunities that have been presented to us due to increased enrollment, a new early childhood program, and a generous gift of \$1.8 million..

We have developed a five-point strategic growth plan that included developing a vision statement, starting a preschool, starting a foundation, completing a feasibility study, and marketing the CLS story.

What did I learn?

The most important lesson that we have learned is the value in communicating your vision. People want to follow and buy in to a vision. If you have a vision with a sound plan of action, followed up with effective communication, you have a much better chance of reaching that vision in a shared approach. The role of the school board was crucial in developing and implementing a vision. The support and the direction that the board provides is critical for moving the ministry forward into the future.

What Difference Did It Make?

- Developed a Vision Statement for Central Lutheran School.
- Will open a preschool for the first time in September 2013. With more than two months until we open our doors, we are 73% of the way toward our 1-year enrollment goal and 44% of the way toward our 3-year enrollment goal.
- Began the process of setting up a Foundation to manage \$2.25 million in our endowment fund.
- Received \$80,000 in matching endowment funds. Plans in place to receive another \$225,000 in matching endowment funds over the next five years.
- Will hire a Development Director in the next 12 months
- Will complete a financial, enrollment, and facility feasibility study before the end of 2013.
- Developed a plan to help our parents communicate the vision of CLS.