



Business Plan for Tower Grove Christian Academy

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What I did:

Tower Grove Christian Academy has not had a strategic road map in over twenty years. Our enrollment has steadily declined and the ability to raise scholarship funds has diminished. We are located in the city where parents are inundated with many options. Private & Parochial Schools have taken a major hit due to Charter Schools offering similar academic excellence at no charge. Tower Grove needed to rebrand and attack the market with a solid plan of action.

A plan of action was created to see if TGCA could remain competitive and a viable learning institution within the city of St Louis. The following strategies and goals are being implemented:

- Enroll 1% of the students living in St Louis
- Raise \$200,000.00 in Scholarships Funding
- Marketing/Advertising Campaign
- Increase Tuition cost by 10% annually
- Restructure our Middle School
- Operating in the Black within three years

What did I learn?

If we are planning on being around for another forty years we must create a plan of action and be willing to review it on at least an annual basis. The market size for Christian Education is shrinking, we must position TGCA to hold what we have and gain additional shares of the market.

What difference did it make?

Tower Grove Christian Academy is no longer guessing or living by a maybe, we have goals and strategies that will guide us on our journey. We have a measuring tool/s that will keep us focused on the right things. We are excited about what God is doing and the progress that have taken place.