

The Van Lunen Project 2012-13

Strategic Planning



Introduction:

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What I did:

Maple Ridge Christian School is a PK3-12 Christian school serving 300 students in Maple Ridge, British Columbia. The school was founded by the Christian Reformed Church almost 60 years ago but is now a parent society run school that is non-denominational. MRCS needed a plan to address the future of the school. The school was in process of selling a large section of land that would positively impact the school's finances, and possibly change the trajectory of the school. By creating and implementing a long-term strategic plan the school would be well prepared for the changes ahead.

We developed a comprehensive plan that addressed six strategic goal areas with specific objectives to meet the goals and fulfill the plan.

What Did I learn?

Over the years, the school has seen itself get into financial debt that has burdened the present operations of the school. Investigation showed that our present challenges were created by an outdated but still influential, long-term strategic plan. The school's present debt initiated the sale of unused school land to create an influx of capital. With this cash infusion, it was imperative that an effective, clear and responsible strategic plan be in place. Vision and mission needed to be clear and well communicated, goals need to be stated, and functional objectives needed to be created in order for the strategic plan to achieve success.

What Difference Did It Make?

- Created a five year, long term strategic plan for the school to be carried out by the Board of Directors and the principal
- Included all stakeholder groups to produce a unified vision for the school's future
- Ensured the fiscal responsibility of spending newly created capital (\$3.2 million)
- Established defined objectives to allow the school to flourish and grow