

Strategic Financial Plan

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Founded in 1993, Trinity Christian Academy is a growing school in the booming Dallas - Fort Worth area. Over the past 2-3 years, school leaders recognized that while “managing” well, we were not “leading” strategically in terms of working to ensure our school’s long-term financial health. In response, school leaders secured the services of Chuck Evans of BetterSchools LLC to lead our board and administration in creating a Strategic Financial Plan.

Upon completion, this plan will include a four year budget that will accomplish a variety of goals. These include bringing tuition rates in line with the real cost of a quality Christian education, salary increases to attract and retain top talent, the addition of several new staff positions, and improvements to our tuition assistance processes that will ensure accessibility to interested families. The planning process will also involve creating policies related to school finances that will give TCA leadership clearly defined parameters within which to operate, establishing a sustainable business model for years to come.

A final benefit of this process is that our school’s leaders have begun to behave more strategically in general. The board is invigorated with an understanding that it is our time do the hard work needed to create a sustainable model for our school’s next 25 years. In the words of one board member, “This is historic! It may not be visible like a building project, and we may not have a ribbon-cutting or our names on plaque, but this project will serve as a financial foundation for many projects in the years to come.”