

Developing a Vision Statement

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What did I do?

In 2012, I worked with the Board of Education to develop a strategic plan for the school. While it gave us a common focus, I had a hard time determining how I could communicate the details of the strategic plan in a compelling way as I built relationships with donors. In addition, I wanted to share a clear and compelling message with current and potential families.

During my initial conversations with Zach Clark, we identified the need for a compelling vision statement and began the work of crafting a clear message for the school. The vision statement made the connection from the structure of the organization, to the picture of what we want our students to be. I began to think about the vision statement as a picture of our students and who we want our graduates to be when they leave New Life Christian School.

Once the vision statement was crafted, I worked to develop a strategy to communicate our vision to stakeholders and convey the value of partnering with New Life Christian School.

What did I learn?

I found that the most powerful way to convey our vision is through stories of how NLCS is impacting the lives of our students and families. I targeted three areas to share stories which were our annual report, school newsletter and website.

What difference is it making in my school?

While not the original intent of the project, the biggest immediate difference I noticed at the school is re-enrollment numbers for the upcoming school year. Re-enrollment went from 70-75% over the past 4 years to 90% this year. I believe this is the result of defining our vision statement and sharing it in compelling ways with stakeholders in strategic ways. I am anticipating that we will continue to see our student body grow over the summer months.

Seeing a difference in the amount of increased giving to our school has not yet been realized. I expected to be further along in the project but I found that this was a foundational year to develop the vision statement and supporting documents that can be used to drive our relationships with potential donors. As I begin to build relationships with them I can share the stories and they can see the momentum that is happening through increased enrollment. Currently I am working with the Board of Education to develop a strategy to approach potential donors. I will begin to incorporate time in my schedule to meet with potential donors and stay in touch with current donors.