

## Van Lunen Fellowship Project Summary

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### Project: Creating a Healthy Christian School

#### Goals:

1. Board adopt consent agendas to focus more time on strategic goals. - Accomplished
2. Create a strategic plan dashboard to draw attention to progress or lack of progress in achieving strategic goals. - Accomplished
3. Create a new vision statement that expressed our vision from the viewpoint of desired student outcomes. - Accomplished
4. Develop a brand playbook and communication plan to define our identity and to tell the story of that identity. – At the final edit stage
5. Begin a Word of Mouth taskforce and campaign. – Begins in the fall
6. Send out a Parent Satisfaction and Referral survey through GraceWorks Ministries. - Accomplished
7. Develop a school health indicators dashboard for the Board to maintain a vigilant watch on the health of the school. – In progress
8. Develop an external website that communicates our story and easily draws people into the story. – In progress, slowly
9. Develop an internal website to meet the specific needs of parents and students. – Not Yet
10. Change our tuition structure to move away from relying on donors to finance the day to day operations of the school. – Beginning the conversation
11. Create a donor plan that benefits from all of the changes above. – Not Yet

#### What I learned:

1. Creating space in meeting for strategic conversations is more engaging.
2. High level collaboration creates great ideas and products and energizes others.
3. Developed better facilitation skills.
4. Better understanding of marketing and communication strategies. Began to develop skills in this area.

#### Difference:

1. Completed a governance change to create a strategic board.
2. Stronger vision.
3. Created opportunities for crucial conversations to occur organically.
4. Reliable stakeholder feedback through Parent satisfaction Survey, plus actionable improvement areas.