



Strategic Plan Summary

2014 – 2017



“Instilling Excellence . . . Transforming Generations”



Mansion Day School

Instilling Excellence ~ Transforming Generations

August 27, 2014

Sustaining Our Legacy: A Strategic Plan for 2014-2017

The Board of Trustees and Head of School recognize that strategic planning is the hallmark of constructive change. We are pleased to present the latest three-year Strategic Plan for our School. Our Strategic Planning Committee believes our School is in a strong position, with qualified, excellent teachers, motivated and engaged students, an outstanding curricular program, and a culture of excellence. In light of today's economy, it is also clear that now more than ever we must work hard to ensure that Mansion Day School remains affordable and accessible for many years to come.

The committee identified six goals to shape the School's future. At the top of the list is a new focus on sustainability and a desire to "build financial capacity and reserve." It is clear that we must work especially hard to secure the School's financial strength, improve access and affordability and maintain sound fiscal management to ensure the School's long-term financial sustainability. Our institutional priorities include maintaining a relevant, forward thinking curriculum and culture that fosters a sense of "global preparedness," a value that will be critical in the 21st Century. In addition we will reinforce our efforts to attract and nurture an outstanding student body, support an excellent team of faculty, administration and staff, broaden awareness of the strengths and accomplishments of our School in the larger Columbus community, and improve and expand our facilities.

The strategic planning process was effectively led by one of our Board of Trustees and a committee that included Trustees, administrators, faculty and parents. Working over the past year, the committee's work was extensive, inclusive, and transparent. The Strategic Plan will shape our annual agenda and establish priorities for our work. We are confident that with the plan as a guide, we will be able to move confidently and securely through the next three years and beyond.

Our school's rich, academically stimulating culture fosters a strong sense of confidence, integrity and self love in every student. Our graduates are poised and prepared for greatness, as future leaders. Our entire school community connects with one another in ways that are academically stimulating, socially satisfying, and holistically energizing. This Strategic Plan ensures that our tradition of excellence will continue to transform generations for years to come. We're confident that it will!

In the spirit of academic excellence,

Dee James, Head of School

Vision

Mansion Day School offers an affirming foundation that will transform generations.

Mission

Mansion Day School is a co-educational Preschool through 5th grade preparatory day school that embraces diversity and instills confidence. The school's challenging curriculum, affirming environment and high expectations produce a foundation for global leadership development. The entire Mansion Day School community enjoys a strong sense of family. It is here, where students know they are valued and celebrated daily in an atmosphere designed to maximize their individual potential.

Our Commitment

At Mansion, our commitment to students is threefold:

- **Educate:** To offer an exemplary, comprehensive education
- **Excel:** To expect academic, leadership, and character excellence
- **Empower:** To prepare students to confidently achieve at the highest levels

The Mansion Difference

Our program fosters self-confidence, self-worth, and responsibility for one's actions. Our students collaborate with each other, respect others' opinions and ideas, and demonstrate confidence in their decisions. Each student's uniqueness is allowed to flourish as they boldly share ideas without fear or judgment. The best word to describe how the students at Mansion Day School feel is . . . **accepted**.

2014 – 2017 Strategic Objectives

The plan focuses on six overarching strategic objectives that will decisively impact and influence achievement of the vision. Each area serves as an expression of the fundamental aims of the institution over the next three years and helps to channel our collective efforts in the development of major goals and strategies.

- Build financial capacity and reserve
- Increase and maintain enrollment
- Maximize organizational effectiveness
- Expand and improve facilities
- Broaden awareness
- Maintain a forward-thinking and relevant curriculum



Strategic Plan Objectives, Strategies and Action Plans 2014 – 2017

I. Build financial capacity and reserve

- **Establish annual giving campaign**
 - Compile list of potential donors and define top 25 or so
 - Understand and connect relationships
 - Develop donor profiles
 - Set up one-on-one meetings
 - Develop a system for consistent giving, i.e. utilizing technology, social media, etc.
- **Establish capital campaign**
 - Identify campaign leadership (chairs, co-chairs and honorary chair)
 - Conduct assessment phase to determine whether community is ready and supportive and to test market the plan
 - Develop job descriptions for campaign volunteers
 - Select volunteers for capital campaign
- **Increase parental involvement regarding annual giving**
 - Develop and implement on-boarding template for new parents to highlight expectations
 - Implement parental/peer screening session
- **Secure corporate sponsor(ships)**
 - Identify list of potential sponsors and define top ten (10)
 - Understand and connect relationships
 - Develop donor profiles
 - Develop presentation
 - Set up meetings

II. Increase and maintain enrollment

- **Develop a feeder strategy**
 - Develop and execute marketing plan for targeted day care centers to develop awareness
 - Explore creating a Mansion Day Care Center
- **Create and fund scholarships**
 - Hire Development/Corporate Relations staff member
 - Implement fundraising plan
 - Re-establish Columbus Foundation Fund
 - Create policies and procedures and criteria for fund
- **Develop communication strategy and plan**
 - Create brand ambassadors to solicit potential parents and to maintain engagement of current parents/students
 - Research and implement latest technology



III. Maximize organizational effectiveness

- **Attract and retain diverse staff**
 - Develop annual plan for hiring African American males, e.g. Diversity Fair, targeted on-campus efforts at HBCUs, etc.)
 - Create competitive total compensation package
 - Provide training and development opportunities
 - Hire additional administrative staff
 - Develop competencies, roles and responsibilities
 - Establish professional development program with area schools
- **Expand school administration**
 - Complete internal assessment of school needs
 - Develop position description, salary, benefits, etc.
 - Position must support Objective #1
- **Fund a Development/Corporate Relations position**
 - Develop position description, salary, benefits, etc.
 - Position must support Objective #1
- **Perform a comprehensive roles and responsibilities assessment**
 - Review HR checklist and recommendations
- **Build legal and financial structure in terms of future growth**
 - Review current legal structure, e.g. board member insurance, etc.
 - Review current financial structure
 - Ensure flexible structure is in place to sustain future growth from donations, real estate, etc.
- **Board development**
 - Create development plan
 - Continuously assess talent pipeline
- **Create a (volunteer) project management liaison for special projects**
 - Assess talent pool from MVP, staffing companies, corporate partners, etc.

IV. Expand and improve facilities

➤ **Conduct facilities assessment**

- Identify potential properties for MDS acquisition
- Identify other properties in the geographic boundaries of the King–Lincoln District
- Identify and list main campus issues, prioritize and develop plan of action

➤ **Make operational new facilities**

- Complete business plan for day care facility
- Identify funding for day care operations
- Apply for funding
- Execute funding
- Hire contractor
- Manage construction
- Implement operations plan

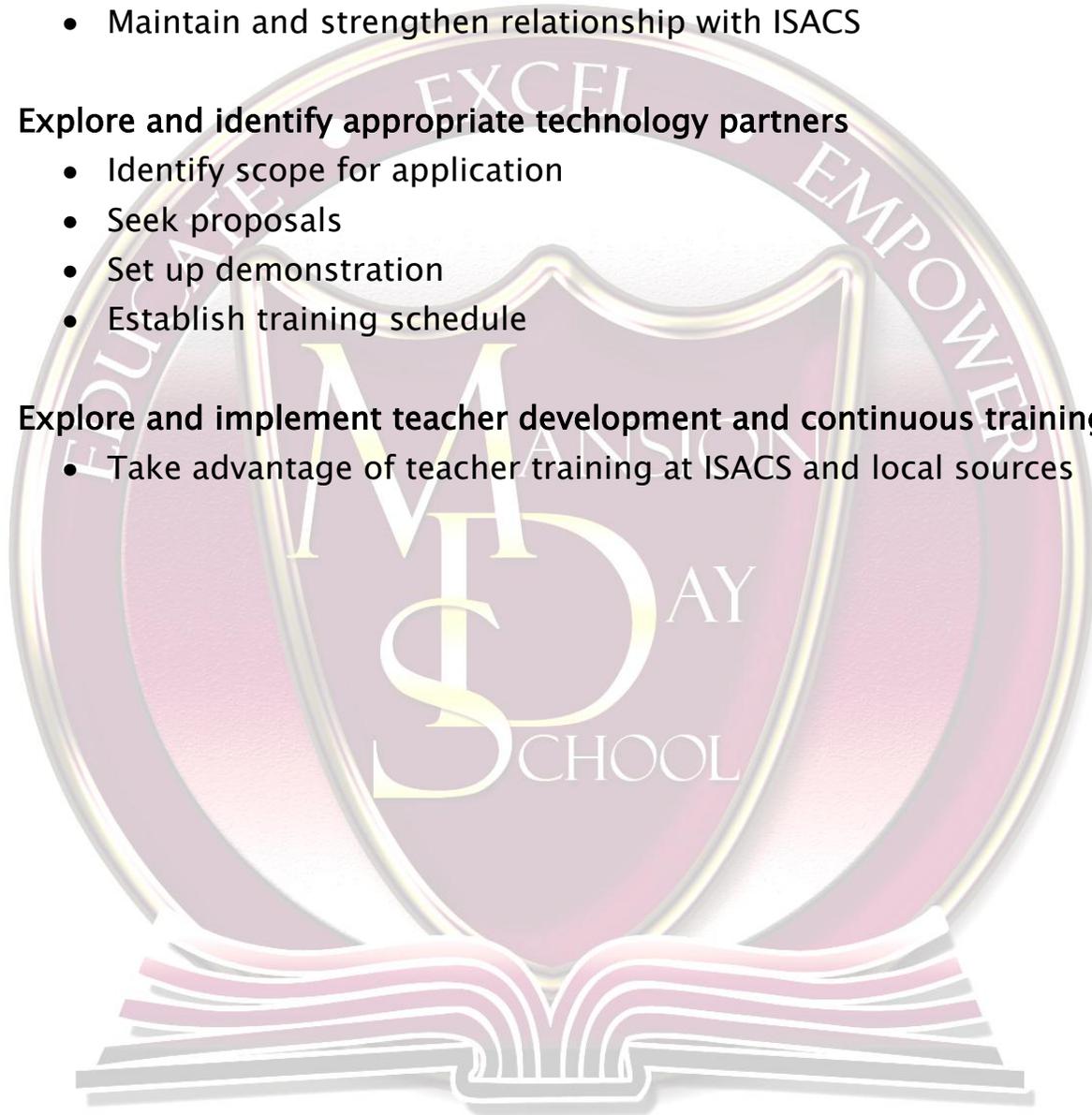


V. Broaden awareness

- **Keep pipeline of students filled: prospecting**
 - Develop constant feeder system via MDS day care and by targeting external day cares
 - Target African American professionals ages 30 – 45 via select organizations, e.g. Columbus Black Professionals, NBMBA, etc.
 - Develop and execute social media marketing campaign surrounding key events, e.g. Open Houses, select speakers, donations, etc.
 - Develop radio and billboard campaign targeting select drive times and areas
 - Develop and launch PR surrounding key events e.g. Golf Fundraiser, Day Care Launch, Monthly Speakers, etc.
- **Keep current parents and students happy: maintenance**
 - Utilize MVP's to maintain “parental pulse” (early warning system) and systematically provide Head of School and board pertinent information
 - Host periodic parent events for information sharing and gathering, e.g. Town Meetings, focus groups, surveys, contributions, etc.
 - Periodically emphasize parental involvement
- **Turn student and parent alums into advocates: conversion**
 - Create brand ambassadors: parents (current and former), board, alumni, secondary school administration and teachers (Wellington, CSG, Academy, etc.)
 - Create a MDS Homecoming Program for alums and parents of alums
 - Keep student and parent alums abreast of MDS developments and events
 - Keep student and parent alums engaged in school: invite them to speak, contribute, etc.
- **Create Head of School Personal Brand Development Plan**
 - Explore branding opportunities e.g. speaking engagements, consulting, etc.

VI. Maintain a forward-thinking and relevant curriculum

- **Research academic best practices and educational developments**
 - Explore white papers, conferences, online exploration, teacher development
 - Maintain and strengthen relationship with ISACS
- **Explore and identify appropriate technology partners**
 - Identify scope for application
 - Seek proposals
 - Set up demonstration
 - Establish training schedule
- **Explore and implement teacher development and continuous training**
 - Take advantage of teacher training at ISACS and local sources





SCHOOL

