



THE CHILDREN'S HOUSE

Strategic Plan Version 2019





FOCUS AREAS	GOALS	STRATEGIES
<p>School Community</p> 	<p>Goal 1: Attract, support and retain growth-minded, high quality faculty and staff</p>	<ul style="list-style-type: none"> 1.1 Maintain a comprehensive and competitive employee benefits package to include employer sponsored health, life, disability and retirement 1.2 Create an environment which encourages staff excellence by providing a competitive compensation package consistent with market benchmarks 1.3 Intentional on-boarding and acculturation of new employees 1.4 Provide career development opportunities including on-the-job training, continuing education classes, and certification support 1.5 Recognize and honor employee milestones, anniversaries and accomplishments 1.6 Place a high value on professional development and advancement opportunities for all staff within the organization 1.7 Build a culture which supports and nurtures the employee's overall well-being and quality of life
	<p>Goal 2: Increase the ability of faculty and staff to meet the increasing social-emotional challenges of students</p>	<ul style="list-style-type: none"> 2.1 Strengthen professional skills of faculty to support students and families by providing regular access to a social work professional 2.2 Host annual professional development opportunities for faculty and staff on the topic of social/emotional well-being
	<p>Goal 3: Continue to provide a safe and secure environment for all students, staff and visitors</p>	<ul style="list-style-type: none"> 3.1 Conduct an annual review of the crisis communication plan 3.2 Review building and grounds plan annually to promote safety on campus 3.3 Conduct annual staff training on crisis communication
<p>Communications & Advancement</p> 	<p>Goal 4: Increase community visibility and understanding of the Montessori approach to education and The Children's House as an asset to the Grand Traverse area</p>	<ul style="list-style-type: none"> 4.1 Ensure ongoing branding strategy and messaging that reflects the unique vision, mission and values of The Children's House 4.2 Fine-tune and amplify The Children's House identity to meaningfully connect with all stakeholders
	<p>Goal 5: Enhance parent-school partnership</p>	<ul style="list-style-type: none"> 5.1 Formalize the Children's House Parent Association (CHiPA) group by creating a purpose statement, officers, and a parent partnership agreement 5.2 Review and design new parent education opportunities and offerings to reach a broader group of parents
<p>Sustainability</p> 	<p>Goal 6: Continue to strengthen the business model to serve the long-term sustainability of our vision, mission, and values.</p>	<ul style="list-style-type: none"> 6.1 Determine the optimal level of tuition discounting to balance socioeconomic diversity with prudent financial management 6.2 Develop a plan to communicate, grow, and administer the endowment for tuition assistance 6.3 Develop and implement a strategy to increase the long-term reserve fund for capital expenditures 6.4 Evaluate TCH philanthropy and outline a plan to strengthen overall community participation