

# WESTWOOD SCHOOLS

## STRATEGIC PLAN

### PURPOSE

To provide state-of-the-art college preparatory opportunities for students in a safe, nurturing environment where they are inspired to reach their full potential with the skills and credentials required to become productive, successful citizens of Christian character.

### GOAL 1

#### IDENTIFY AND IMPLEMENT ORGANIZATIONAL DEVELOPMENT STRATEGIES THAT PROMOTE SUPPORTIVE LEADERSHIP

- OBJECTIVE A** To determine and implement best possible governance structure for Westwood Schools, utilizing research and discussion.
- OBJECTIVE B** To clearly define Westwood's identity and instill pride throughout the Westwood community of families, staff and alumni.
- OBJECTIVE C** To provide leadership development for board, faculty and administrators.
- OBJECTIVE D** To create and clearly define roles and expectations for all faculty, staff, administrators, board members and volunteers.
- OBJECTIVE E** To build unity and promote active dialogue among all faculty, staff, administrators and board members.
- OBJECTIVE F** To create a comprehensive Westwood Policy and Procedure Manual to be utilized school-wide to ensure consistency and accountability.
- OBJECTIVE G** To implement a Student Honor Council to improve high school in areas of academic excellence, academic honesty and successful guidance.
- OBJECTIVE H** To identify new and additional ways to be a Christ-centered school.

### GOAL 2

#### CREATE AN ON-GOING PROCESS TO MAINTAIN A RIGOROUS LEARNING ENVIRONMENT

- OBJECTIVE A** To ensure academic excellence through rigorous curriculum that closes gaps and eliminates overlaps in K3-12 Curriculum.
- OBJECTIVE B** To maintain high-quality teaching professionals.
- OBJECTIVE C** To provide on-going, high-quality professional development to ensure teachers are knowledgeable of 21st century best practices for strong teaching and pedagogy.
- OBJECTIVE D** To develop a Grade 9-12 Student Success Program (including college and career readiness, SAT prep, college visits, alumni on-campus visits, student guidance, scholarship applications and guidance, parent communications, job shadowing, strengths analysis, goal setting, Character/Christian education, etc.)



## GOAL 3

### DEVELOP AND IMPLEMENT AN INTERNAL AND EXTERNAL MARKETING PLAN

- OBJECTIVE A To develop a comprehensive marketing plan that projects an external image that shows excellence in academics and extra-curricular activities and disciplined, well-behaved students in a Christian environment.
- OBJECTIVE B To increase internal and external communication.
- OBJECTIVE C To identify and market to targeted populations.
- OBJECTIVE D To utilize Strategic Plan & Operational Plan to help market Westwood and attain needed funding.
- OBJECTIVE E To utilize well-kept data to promote Westwood.
- OBJECTIVE F To develop consistent logos, slogans, brands, etc.
- OBJECTIVE G To develop a marketing/promotional budget that includes a dedicated person to perform Marketing/Development functions.

## GOAL 4

### MAINTAIN A PLAN FOR ADEQUATE FACILITIES AND TECHNOLOGY FOR THE FUTURE

- OBJECTIVE A To beautify existing buildings, parking lots and grounds.
- OBJECTIVE B To develop and implement a Facility Improvement Plan.
- OBJECTIVE C To improve and maintain our IT infrastructure.
- OBJECTIVE D To improve the security and safety of Westwood through IT and infrastructure improvements.
- OBJECTIVE E To establish a long-term plan for cleaning, inventorying, maintaining existing property and disposing of unnecessary property.

## GOAL 5

### SECURE FUNDING TO ACCOMPLISH GOALS

- OBJECTIVE A To develop a comprehensive funding strategy to resource the plan and ensure budget accountability.
- OBJECTIVE B To develop fundraising goals to pay for specific improvements and needs.
- OBJECTIVE C To identify and communicate best funding opportunities.
- OBJECTIVE D To identify key stakeholders who are willing to make requests or share the Westwood mission.

## STRATEGIC PLANNING COMMITTEE

Jenny Bostick (Facilitator), David Stargel, Steve Shiver, Paige Gilchrist, Lanair Worsham, Ashley Griner  
David Cooper, Donnie Palmer, Gail Lee, Gary Allen, Greg Shiver, Jenni Smith,  
Laura Beth Tucker, Melissa Cochran, Meredith Powell, Ross Worsham, Tim Maxwell,  
Jud Vann, Vicki Davis & Rick Waters

(Focus Groups of teachers, parents, students, board members, alumni and community leaders also provided input.)