

WESTWOOD SCHOOLS

Strategic Plan

VISION Every Westwood student will be empowered to excel academically, inspired to grow spiritually and impacted to live positively by our Christ-centered, family-engaged Pre-K through 12 rigorous learning environments and activities that foster a desire for students to fulfill their God-given potential.

MISSION To provide a safe, supportive, affordable Christian-based learning environment that advocates for academic excellence, offers extracurricular activities, encourages technology advancement and provides community service and engagement opportunities.

GOAL 1 Ensure that Christian leadership principles are embraced and organizational structures support Westwood's vision and mission.

- Objective A** Establish the ideal governance structure that supports the current strategic plan.
- Objective B** Encourage an intentional community effort of faculty, staff, students and parents to determine Westwood's competitive edge and how to improve and market it.
- Objective C** Clearly provide supportive leadership and development for board, faculty and administrators to include current trends in education, technology (specifically like AI), and the impacts of global and local environments.
- Objective D** Create and clearly define roles and expectations for all faculty, staff, administrators, parents, supporters, and students in implementing the strategic plan, including critical recruitment and retention strategies.
- Objective E** Implement new and additional ways to be a Christ-centered school.

GOAL 2 Ensure that a rigorous learning environment is maintained.

- Objective A** Ensure academic excellence through rigorous curriculum
- Objective B** To attract and maintain high quality teaching professionals who are willing to embrace new practices that support Westwood's mission.
- Objective C** Provide on-going, high quality professional development to ensure teachers are knowledgeable of current best practices and how to integrate them into the learning environment.
- Objective D** Establish a Student Success Portfolio which tracks personalized academic goals and empowerment and support strategies focused on helping students achieve those goals.

GOAL 3 Develop and implement a comprehensive marketing plan.

- Objective A** Hire a marketing expert.
- Objective B** Utilize all available resources to promote Westwood, including a marketing plan, the strategic plan and the Student Success Portfolio template.
- Objective C** Intentionally capture and utilize well-kept data to evaluate student success and growth and promote Westwood.
- Objective D** Build awareness by producing effective marketing materials and utilizing consistent logos, slogans, brands, etc.
- Objective E** Clearly define Westwood's competitive advantage through Westwood's community of families, staff, board and alumni.

GOAL 4 Ensure an annual plan is developed and maintained for student and faculty safety and security.

- Objective A** Evaluate the level of security and safety for students and faculty by constantly assessing and developing an annual plan for advancement.
- Objective B** Improve and maintain an efficient IT infrastructure.

GOAL 5 Utilize technology as an asset for educational growth.

- Objective A** Create a technology advisement team that will coordinate with school personnel in all aspects of technology resources and utilization, provide professional development, support troubleshooting and ensure digital safety and security.

GOAL 6 Increase student enrollment by retaining existing students and recruiting families who identify with Westwood's mission and vision.

- Objective A** Ensure admissions procedures are evaluated, maintained and executed.
- Objective B** Foster a sense of community by promoting a welcoming family friendly atmosphere throughout the campus and engaging parents to help define, assess and support student success.
- Objective C** Provide marketable resources to students, families, faculty and community in an effort to recruit and retain students.
- Objective D** Recruit current students as well as alumni to assist in the promotion and funding of Westwood Schools.

GOAL 7 Develop a long term funding strategy that supports Westwood Schools.

- Objective A** Research and utilize new and additional funding sources for financial support.
- Objective B** Utilize consistent marketing materials to promote funding support.
- Objective C** Intentionally build awareness of operations and finances of Westwood Schools to alumni for support.