

Intro:

- *65% of respondents have been associated with SLCA < 6 years – sustained respondents
- *32% contribute – 44% willing – there is opportunity here
- *90% appropriate class size – shows value
- *Broad options for electives – 45% Challenging for a school our size
- *Socioeconomic diversity
- *Explanation of numeric calculation
- *From our top five phrases that describe / should describe SLCA you can see that the kind of school we are, is the kind of school we should be.
- *28% Good job marketing – We need to tell our story.

Data points that stand out:

- *Quality athletic program 74%

-Newspapers have few articles about SLCA. How do we get articles in the newspaper? Charter and large private schools seem to be promoted more. Possibly due to where we are located – close to county line?

Opportunity to advertise – We have so many sports to offer, it needs to be out in the community. Twitter, Facebook – having someone be responsible for these

- *Social / after school events for those who live farther away – It's hard to do activities after school due to the drive back

- *Lack of diversity – another opportunity for growth

- *Only 58% feel we have a quality fine arts program – this is disappointing due to the high-quality plays and other programs. Is promotion the problem once again?

We have recognition through the Blumey Awards, etc.. – needs to be promoted

More to the fine arts program than music and plays

What jobs are parents hiring SLCA to perform?

- ***high quality Christian education
- *reinforcement of values at school from what we have in our homes
- *prepare students for the future – not only for college but life
- *protect emotionally, spiritually, and physically
- *academically rigorous
- *loving environment
- *mentorship
- *nurturing community
- *sports opportunities
- *morals
- *childcare

(From our survey data, parents are hiring us to do these things, and they think we are doing them. Discontentment comes if parents are hoping for something different from what the school provides.)

Who are our competitors?

*Cannon, Davidson Day, charter schools like Pine Lake Prep, Lincoln Charter, Lake Norman Charter, public elementary schools in the Huntersville area, home schools

What makes SLCA distinct from our competitors?

- *lots of value for a good price
- *fits a middle ground – budget friendly but high-quality education
- *challenging academics
- *smaller community atmosphere provides from building close relationships among students and teachers

- *opportunity for long term relationships provide stability in times of crisis
- *with smaller groups teachers care about individuals and notice when there is change—they take time to step aside and dig deeper
- *community service in each grade is a form of missions work
- *role models students respect and look up to (male as well as female)
- *tenure and accountability of the teachers – they are invested and seem to be continually educated
- *well-kept secret – “hidden gem”

What are our most important attributes to keep at all costs?

- *class size
- *Christian
- *Biblical Christianity
- *missions-mindedness
- *loving and caring
- *college prep
- *quality teachers

Are there attributes that we should eliminate at all costs?

- *well-kept secret / hidden gem
 - *expand population in high school
- (Keep the right balance)
- *(white privilege) – students discussing wealth

What attribute do we lack that we should develop?

- *marketing who we are – “Telling our story”
- *provide more opportunities for college-level classes

This would give greater opportunity to market what we have and improve ethnic diversity.

- *provide opportunities for internships

- *STEM related opportunities for high school

What excites you or gives you hope about our future?

- *teachers / admin

- *Dr. Kerlin

- *students love school

- *camps

- *sports

- *school community reaches across grade levels JK – 12 – provides lots of opportunities and builds confidence in students

(multi-generational mix)

- *teachers / parents have freedom to express themselves in times like this – meeting – feel as though we have a voice

- *Dr. Kerlin listens to students, parents, staff

(96% of the people we tour end up applying for admission.)

(SLCA has a school culture that is Christ-like. We have a powerful, sustainable competitive advantage that is hard to duplicate. Something here draws us to be a part of things. It's like a secret sauce that is hard to explain.)