

Strategic Planning Listening Session
July 24, 2019
Southlake Christian Academy
7pm

Meeting Notes:

- Dr. Kerlin opened the session up in prayer
- Dr. Kerlin introduced the Task Force – Richard Hester, Kim Sailors, Lisa Cernuto, and Sholeh Kornegay
- Dr. Kerlin reviewed Strategic Planning:
 - o Southlake Christian Academy is working toward a strategic plan
 - o This helps us establish priorities
 - o Identify the best things for our school
 - o By the end of 2019, we will have a plan for the next 3-5 years, 3-5 core objectives, and steps to achieve the objectives
 - o Why is Strategic Planning needed?
 - Necessary for Governance (e.g. School Board, banks, etc.)
 - Guides our decisions (e.g. budget)
 - o The Strategic Planning process:
 - The Task Force will review the consolidated findings
 - Draft the Strategic Plan and send to the school for review
 - School Board will approve the plan
 - Brand analysis (e.g. review of the school logo, vision statement, etc.) to ensure consistency with the Strategic Plan
 - Ensure the Long-Term Site Plan matches the Strategic Plan
 - Capital Campaign
- Dr. Kerlin reviewed highlights from the school survey:
 - o 538 respondents (580 total students)
 - o Good response rate
 - o Alumni and former parents participated
 - o Most were white Christians
 - o Most have been associated with the school for more than six years
 - o Priorities from the survey:
 - Most people indicated that we are who we say we should be
 - Christian values and academics go together based on responses
 - The four projects for which respondents would donate were rated close together
 - o Perceptions with the highest priority are Christian mission and class size. We need to improve our marketing efforts.
 - o Open ended questions:
 - Christian [mission]
 - Class size

- School safety – Southlake approach is to prevent violence instead of reacting to it; our culture supports this approach.
 - Many ideas on marketing with social media being number one. Southlake has already implemented changes to improve this process.
 - Christian identity which can be difficult as some respondents indicate that we are too religious while others indicate that we are too secular.
 - Southlake requires all teachers and employees to agree to a Statement of Faith and have a church home, but this is not required for families.
 - The Net Promoter score i.e. how many people speak positively about Southlake Christian Academy, any number above “0” is good. When alumni are removed, the Net Promoter score is close to 20.
- Small group discussions and feedback:
 - Q1: Based on engagement with the survey, what is one idea, impression, or data point stands out to you? Did anything surprise or disappoint you?
 - Christian educated
 - Fine arts needs to be improved (including marketing fine art)
 - Market college preparation
 - Want to ensure students are well prepared for life
 - There is a need for more diversity
 - Publicize graduation and scholarship rates
 - The top four traits that describe Southlake Christian Academy are the same traits that actual describe Southlake Christian Academy
 - Problem solving and critical thinking should be higher
 - Foreign language rigor is low
 - No welding, shop, etc. classes
 - Low score on life lessons which may indicate that students may not be prepared after graduation
 - Mid-range percentage – fine arts, foreign language, clubs, etc. want to see these numbers improved
 - Some were surprised at the high score for college preparation. Some of the classes and teachers and college level courses need to be reviewed
 - Q2: What job(s) are parents hiring Southlake Christian Academy to perform? Checks indicate more than one table agreed
 - College preparation in a Christian environment (multiple responses)
 - Christian component (i.e. values, exposure, etc.) (multiple responses)
 - Exposure to athletics
 - Encourage in gifting
 - Safety
 - Q3: Which schools are our top competitors:
 - Cannon
 - Lincoln Charter
 - Lake Norman Charter
 - Langtree Charter

- Davidson Day
 - Grace Convenient
 - Pine Lake Prep
 - Hough High
- Q4: What makes Southlake Christian distinct from our competitors:
 - Small
 - Christ-centered
 - Price
 - Location
 - Community
 - Culture
- Q5: Which attributes should we keep, eliminate, and develop?
 - Keep:
 - Rigorous academics with Christian view
 - Christian
 - College preparation
 - Eliminate:
 - Negative perception from the past
 - Lack of diversity
 - Financial stability of the school
 - Develop:
 - Marketing (positive reality)
 - Relationship between the school and the church
 - Uniform consistency (i.e. conduct/student management for all grades)
 - Junior and Senior seminar (in lieu of study hall) facilitated by college counselors
 - Class size
 - Swim team achievements
- AOB/Open Questions:
 - Does Southlake offer athletic scholarships?
 - Southlake does not offer athletic scholarships, but does offer discounts (church, children of Pastors, and employees).
 - Southlake does offer need-based financial aide
 - Please describe the School Board.
 - The School Board is comprised of seven members (four are appointed by the church and three by the school)
 - Everyone on the Board is a Southlake parent with the exception of one
 - Members are rotated on and off
 - Two women
 - Five men
 - Currently recruiting a member of color

- Working toward having better communication between the Board and the school
- Impressions from today's session:
 - Right place
 - Informative
 - Encouraging
 - Positive change
 - Onward and upward
- One thing that is exciting about the future:
 - Plan in progress
 - Dr. Kerlin!