

Strategic Planning Task Force
SWOT Analysis, 1/23/2019

Strengths

teacher & staff engagement with students – employees care deeply about students
happy school, filled with joy, strong sense of community
location between Denver and Huntersville
strong college prep curriculum and track record
Christian faith commitment, teaching the Bible, ACSI affiliation, Student Missions Fellowship
student trips, especially grade-specific connections to service and ministry projects
safe school with small class sizes
strong writing instruction, particularly in the high school
Academic Development Center resources
cost is affordable and less than most private schools in area, availability of financial aid
connection to alumni years after graduation, teachers form mentor relationships
sports programs – availability and variety of teams, contribution to maturation process

Weaknesses

facilities, especially lower school
lack of continuity in leadership and vision (3 heads in past 5 years)
absence of clear definition of success with buy-in from community at large
we aren't good at "tooting our own horn"; telling the story of our successes
poor student attendance at many sporting events
lack of communication to parents about how to support service projects
poor communication, brutally long weekly emails ineffective
tuition is difficult for some
lack of cultural/racial diversity
occasional teacher weaknesses, people teaching subjects outside their ability
Wi-Fi & technology problems
questionable longevity of the church & theological guidance in its absence

Opportunities

market research to determine why students come to SLCA
tell our story, marketing, especially word of mouth and social media development
student ownership of more programming, clubs
strengthening connections between HS and LS students, building relationships
take advantage of our status as a neighborhood school
promote ADC more to outside constituents
advertise where our seniors have been admitted to college
create incentives/programs to entice students to attend sporting events
improve diversity of student population

Threats

charter schools
debt structure/load of the school
hwy. 73 expansion