

**SouthLake Christian Academy**  
**Strategic Planning Time Line 2018-2019**

Step 1. **Establish a task force** comprised of key individuals who represent a cross-section of the school. Set a meeting schedule. Assess the need to hire an outside consultant for parts of the planning process. (December 2018)

Step 2. **Gather information** about the Academy, its students, families, alumni, donors, and other stakeholders. Use surveys, round-table discussions, townhall style gatherings, class assignments, and individual meetings to collect data. (January – May 2019)

Step 3. **Mine the data** to identify common themes and values. Conduct a SWOT analysis based on the data. Sketch out a rough-draft list of goals that best represent the data and perceived long-term needs of the school. (June – September 2019)

Step 4. **Generate buy-in** by testing the goals with key constituents to see what resonates and generates excitement. Narrow the list to 3 or 4 goals and develop action steps for each goal. (October 2019)

Step 5. **Communicate the plan** to all constituents. Print a newsletter to mail to all people associated with the school, outlining the process and outcomes of the strategic planning process and enlisting support from the community. (November 2019)

Step 6. **Implement the plan**. This is the most important and most difficult step, and will likely include rebranding, refining our mission and vision statements, and launching a capitol campaign to raise funds to implement the strategic plan. (2020 and beyond)

Step 7. **Review the plan**. Reconvene the task force after one year to review progress and make necessary tweaks to the plan based on experience and feedback. (June 2021)