

TCS STRATEGIC

PLAN:

*Pathway to  
Vitality*

# The Concept School's Next 45 Years

The Board of Directors approved TCS's first-ever, professionally-facilitated strategic planning process in May 2017. Numerous stakeholders were engaged throughout the 2017-2018 school year in looking at our past and planning for the future. The outcomes of that process are listed on the following pages. The Board of Directors has developed Committees for each of the four main areas of focus and welcomes parent input and support in helping our plans become reality. The results of the planning process will be assessed regularly and adapted to reflect the realities of the day.

# Mission

The mission of The Concept School is to transform the lives of middle and high school students who learn differently by creating a safe and intimate educational environment where every student is welcomed, accepted, and becomes their authentic self.

# Vision

To provide successful educational experiences by rigorously crafting individualized learning while supporting students and their families in ways that ensure each student will grow their self-confidence and capacity to transition successfully to life after graduation.

In this document we are putting forth four broad based goals that are the cornerstones of our strategic plan :

- 1) Define & communicate a distinctive academic vision & culture
- 2) Invest in the development of outstanding staff
- 3) Design interior & exterior spaces which support dynamic & purposeful learning experiences & reflect our distinctive mission
- 4) Strengthen & support student success & elevate our story & reputation through community outreach & engagement

We believe by realizing these goals, we will continue to transform lives, increase enrollment & ensure the long term vitality of our community. What follows are strategies & supportive ideas for each of our four goals.

# Program & Culture

## Goal 1 - DEFINE & COMMUNICATE A DISTINCTIVE ACADEMIC VISION & CULTURE

STRATEGY	SUPPORTIVE IDEAS	ACTION PLAN (TBD)
<p>Adopt a new mission statement &amp; tagline</p> <p>Design a process of educational experiences that establishes core competencies, and provides alternative pathways, for post-secondary success.</p> <p>Continue to invest resources in a robust transition program which will begin at the moment of acceptance &amp; continue through graduation &amp; beyond.</p> <p>Promote the distinctive qualities of TCS's school setting &amp; culture</p> <p>Provide the space, time &amp; development that will enable faculty &amp; school leadership to design a new curriculum &amp; determine the resources needed to make needed changes to the program</p> <p>Invest in ongoing , professional strategic communication (website, social media, public relations, etc.)</p>	<p>Establish a board/school committee to develop a new mission statement (short term)</p> <p>Tap into school network to secure inexpensive identity development consultation</p> <p>Develop a prospective student profile (i.e. has an IEP; struggles to make progress in a large/rigid public school setting, or overly competitive private school setting; wrestles with issues of anxiety &amp; "fitting in")</p> <p>Describe TCS's distinctively relaxed school environment. (i.e., feels more like a home than an institution, classes are small, educators are approachable, knowledgeable &amp; caring, a school where it is physically, emotionally &amp; psychologically safe to take risks &amp; fail. A place where students grow self- confidence &amp; self-respect</p> <p>Establish a robust , experiential project based curriculum that leverages uniquely designed indoor &amp; outdoor spaces where students can work independently &amp; collaboratively</p>	<p>Board approved Mission and Vision Statements in June 2018.</p> <p>Partner with the CCIU to assist in the development of a robust, sequential curriculum for TCS students.</p> <p>Form a Transitions Committee made up of students, parents, and staff.</p> <p>School Counselor will develop "Profile of a TCS Student" for use in making admissions decisions.</p> <p>Create a Board Marketing Committee.</p> <p>Explore employing a Marketing and Community Outreach consultant.</p>

# Staffing

## Goal 2 - INVEST IN THE DEVELOPMENT OF OUTSTANDING STAFF AND HIGHLY ENGAGED BOARD OF DIRECTORS

STRATEGY	SUPPORTIVE IDEAS	ACTION PLAN (TBD)
<p>Develop a staff evaluation &amp; development process that effectively braids performance feedback with a professional growth plan</p> <p>Establish a professional growth plan (PGP) and a potential career plan for every staff member</p> <p>Provide opportunities for professional exchanges with educators both intra-school and at best practice schools serving students with similar profiles</p> <p>Work with local colleges to establish a student teacher program &amp; pipeline for future outstanding educators</p> <p>Hire a full-time school counselor/behavioral analyst</p> <p>Secure resources in the form of teaching assistants and community educators to sustain a 5 to 1 educator to student ratio</p> <p>Ensure compensation and benefit packages are competitive with other area independent schools</p>	<p>Formalized a teacher/staff induction program</p> <p>Provide development in “Responsive Classroom”, “Cognitive Behavioral Education”, Technology (Other areas TBD)</p> <p>Employ a Second Math Teacher</p> <p>Develop a close reciprocal relationship with West Chester University’s &amp; perhaps other area college’s Special Education programs</p> <p>Establish a reliable substitute teacher pool</p> <p>Develop a staff lounge</p> <p>Explore opportunities to provide graduate school tuition remission</p>	<p>Completion date for staff evaluation is September 2018. <i>(All staff will know how they will be evaluated at the beginning of the new school year)</i></p> <p>Professional growth and potential career plans completed by September 2019</p> <p>Time for exchanges starts immediately and continues</p> <p>Local college pipeline/student teacher program by June 2020</p> <p>Full time school counselor Sept 2018</p> <p>Teaching assistants and community educators through CBL by June 2020</p> <p>Compensation/benefits June 2019</p>

# Space

## Goal 3 - Design interior & exterior spaces which support dynamic & purposeful learning experiences and reflect our distinctive brand and mission

### STRATEGY

### SUPPORTIVE IDEAS

### ACTION PLAN (TBD)

Enhance the “outdoor classroom” & Nature Center with the support of volunteers & community partners (parents, alumni, environmental organizations, scout groups, Audubon chapters, etc.)

Establish a robust fine arts studio, theater, and media space with resources that strengthen student experiences in design & production and provide opportunities to showcase their creative work

Develop an indoor fitness/wellness space

Create “curb appeal” through landscaping, refreshing outdoor play areas, & graphically attractive signage which reflect the distinctive brand of our school

Comfortable chairs, ample storage space for teaching materials, Private teacher offices attached to their classrooms.  
Staff lounge  
Dedicated creative learning spaces, including a fine arts, music, & performing arts studio.  
Permanent art gallery space  
Comfortable walking paths, soft low-maintenance plantings  
Individual benches & small group seating spaces for study, one-on-one/solo spots & small group meetings.  
Large outdoor gathering area with an amphitheater  
Indoor gym  
Restored paths & stream with native plants that provide ecosystem services such as clean water, clean air & habitat for birds, insects & pollinators  
Science, art & vocational classes in nursery production & land management.  
Construction projects in the outdoor classroom to support the woodshop & Eagle Scout projects.  
Volunteers who help manage the outdoor classroom by pruning, mulching & removing invasive plants.  
Harvests from our on-site berry production inspire the theme for our annual Berry-Bonanza Celebration. Revenues from the event support the creative arts & vocational learning programs.  
Student projects including trail side exhibits, illustrated trail booklets & other educational materials for use with other groups/school children/visitors  
Student built Bluebird boxes, Kestrel boxes & other habitats which attract wildlife  
Connect/partner with local Audubon chapters, wildflower organizations  
Connect/partner with other conservation organizations  
Connect/partner with Power companies for donated wood chips

Design a master plan with faculty/staff input for the outdoor classroom & Nature Center and indoor fitness/wellness space\*  
Plan development (9 mos -1yr.)  
Implementation (1-3 yrs.)

Conduct a facilities plan assessment and space planning study for  
Plan development (9 mos -1yr.)  
Implementation (3-5 yrs.)

*\* It's important we maintain a “non-slick” environment that is comfortable, welcoming. natural and unintimidating.*

# Community Outreach & Engagement

## Goal 4 - STRENGTHEN & SUPPORT STUDENT SUCCESS & ELEVATE OUR STORY & REPUTATION THROUGH OUTREACH & ENGAGEMENT

STRATEGY	SUPPORTIVE IDEAS	ACTION PLAN (TBD)
<p>Align communication, marketing &amp; public relations materials with our revised mission, vision &amp; tagline</p>	<p>Improve signage, create murals, enhance curb appeal</p>	<p>New signs will be installed in August 2018.</p>
<p>Develop a compelling interactive website that tells our story &amp; encourages follow-up engagement with our school</p>	<p>Hire a consultant to work with the board committee</p>	<p>New website will be up and running by the end of September 2018.</p>
<p>Develop identity/communication packages for all potential “feeders” (Delaware Valley schools, educational &amp; psychological consultants, lawyers, real estate agents/relocation specialists, community organizations &amp; area companies)</p>	<p>Establish a Board Committee</p>	<p>Consider employing a Marketing Consultant.</p>
<p>Host seasonal activities/events in our buildings &amp; on our grounds</p>	<p>Develop a parent &amp; alumni ambassador program</p>	<p>Develop a Board member recruitment</p>
<p>Revitalize our annual giving program</p>	<p>Board recruitment &amp; education relative to friend raising &amp; fundraising</p>	
<p>Implement an externship/summer placement program</p>	<p>Make our website interactive- (i.e. click on keywords to open up more information, ask questions &amp; tell our story)</p>	
	<p>Participate in West Chester Annual Halloween Parade</p>	
	<p>Post events in local free papers and radio and social media.</p>	
	<p>Tie into community events (5K runs, Westtown Flea Market, Farmers markets, etc..)</p>	