

**Morgan Park**

**Academy**

*Strategic Initiatives*

*2014-2019*

*school should feel real*

**Morgan Park Academy**

# *Strategic Initiatives*

## *2014-2019*

### *Mission, Vision, Value*

#### **Our Mission**

Morgan Park Academy engages the whole child, inspires the independent learner, and prepares the global leader of tomorrow to make a positive difference in the world.

#### **Our Vision**

Morgan Park Academy aspires to be a beacon of education for the Chicagoland area by developing a learning community of innovative teachers, the best and brightest students, and exceptional facilities and resources.

#### **Our Values**

**Independent Thinking:** We believe in providing a rigorous, broad-based liberal arts program that inspires a student's pursuit of skills, knowledge and values.

#### **Global Leadership:**

We believe that our student body should be socioeconomically, ethnically and culturally diverse, so that students delve into a curriculum that sees the world's challenges through a global lens.

#### **A Whole Child Approach:**

We believe in an education that is both challenging and nurturing, by engaging students' heads, hearts and hands.

#### **Mutual Respect:**

We believe that a school community should stand for and teach a set of core values: integrity, respect, responsibility, diligence, kindness, cooperation, and service.

# *Strategic Initiatives*

## *2014-2019*

*Admissions/Marketing*



### ***Strategic Initiative***

- ⦿ Position our external profile by differentiating our identity and emphasizing our distinctive programs and learning opportunities
- ⦿ Continue to implement Crane marketing initiatives and evaluate results while looking at new initiatives to extend the Academy's profile
- ⦿ Explore new joint initiatives with local schools and other strategic partnerships nationally, and internationally

### ***Objectives***

- ⦿ Increase and expand our international student recruitment efforts
- ⦿ Improve student retention rates
- ⦿ Continue to expand our brand with Crane marketing initiatives
- ⦿ Improve admissions funnel tracking

# *Strategic Initiatives*

## *2014-2019*

### *Financial Sustainability*

#### ***Strategic Initiative***

- ⦿ Strengthen and diversify our financial base by improving efficiency, increasing fundraising, and developing new revenue sources
- ⦿ Budget and plan carefully evaluating priorities – competitive compensation, small class size, and financial aid – in setting tuition levels
- ⦿ Reinforce major donor relations
- ⦿ Review our tuition model as it relates to financial stability and value proposition



#### ***Objectives***

- ⦿ Revise tuition modeling process to strengthen financial base and address changing social/economic demographics
- ⦿ Create ancillary revenue stream
- ⦿ Develop donor profile and solicitation plan for major donors

# *Strategic Initiatives*

## *2014-2019*

### *Academic Excellence*



### *Strategic Initiative*

- ⦿ Put student success first. Establish a more student-centered environment; academically rigorous and focused on outcomes; with strong, integrated support services, especially college advising
- ⦿ Elevate global education by building on our international student body and academic culture, providing our students with opportunities to explore global issues

### *Objectives*

- ⦿ Foster and support cross-disciplinary movement and collaboration
- ⦿ Optimize our approach to online learning
- ⦿ Expand student services and support for our increasingly international student body
- ⦿ Strengthen our college counseling program
- ⦿ Document successes & market academic excellence

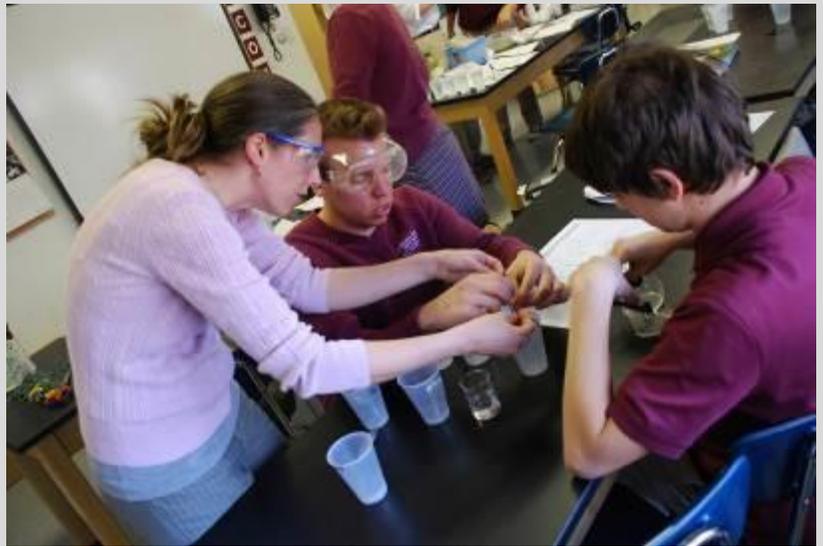
# *Strategic Initiatives*

## *2014-2019*

### *Faculty and Staff Development*

#### ***Strategic Initiative***

- ⦿ Ensure that the organizational structure of the school provides strong leadership, promotes professionalism, and foster trust between the faculty, administration and trustees
- ⦿ Continue our strong commitment to professional development through the allotment of time and support
- ⦿ Ensure that our working environment is one that is welcoming, respectful and professional and one in which every member of the community is committed to excellence



#### ***Objectives***

- ⦿ Revised current organizational structure to provide strong leadership and academic direction
- ⦿ Provide professional development opportunities – both internal and external – that further promotes academic excellence and innovation in teaching

# *Strategic Initiatives*

## *2014-2019*

### *Community*



### *Strategic Initiative*

- ⦿ Create, communicate, and celebrate new and meaningful ways to engage parents in the life of the School and help it fulfill its mission
- ⦿ Offer learning opportunities to parents on independent school education
- ⦿ Improve communication to the parent body and broader community

### *Objectives*

- ⦿ Foster and support shared vision for Academy with constituent groups (parents, alum, faculty)
- ⦿ Develop parent education series that highlights new developments in education and child development

# Strategic Initiatives

## 2014-2019

### Facilities

#### Strategic Initiative

- ⦿ Across campus, continue to strive for more efficient use of our limited space, improved adjacencies, and more cost-effective facilities operations, while at the same time ensuring that teaching spaces are highly conducive to collaborative, technology-dependent, and globally networked approaches
- ⦿ Establish commitment to environmental sustainability emphasizing an interdisciplinary and holistic approach to foster community-wide awareness
- ⦿ Improve our infrastructure to support our academic goals; and continue to improve our technology infrastructure and operations



#### Objectives

- ⦿ Develop a comprehensive best use of facilities plan
- ⦿ Upgrade technology infrastructure to promote a more dynamic academic culture
- ⦿ Collaborate with external communities to advance environmental sustainability efforts
- ⦿ Perform State of Good Repairs audit on all campus facilities and prioritize campus repairs/upgrades

# The Whole Child

Morgan Park Academy embraces and develops the whole child, by providing opportunities for students to grow intellectually, physically, creatively, emotionally, and socially. The Academy teaches and expects a high level of ethics and morality for all its community. This begins by teaching all our students to respect themselves, and continues with their learning to respect and care for others.

The Academy sets this foundation through programming in spirituality and ethics, athletics and student life. In school and out of school, students are challenged by ideas that build character, a strong value system, and respect for diversity and equity. Our success is measured not only by how well our students perform, but by the enthusiasm they bring to their peer groups, and the contributions they make to their societies, locally, nationally and internationally.

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