



SOUTHERN BAPTIST ASSOCIATION OF CHRISTIAN SCHOOLS 2020 VISION STRATEGIC PLAN

(As approved by the Board of Trustees, June 2015)

“Seeking to Propagate the Ministry’s Value and Engage Pastors and School Heads.”

Expected Outcomes:

1. The Association has a deep resolve to educate according to Kingdom principles.
2. The Association delivers exceptional service and representation for its members.
3. The Association provides relevant and valuable programs and services.
4. The Association engages in assertive enlistment and retention of members.
5. The Association prioritizes its effort to procure new sources of income to operate.

Strategy 1: Marketing Development

- Video and post online testimonials of value by Pastors and School Heads.
- Enlist Pastors and School Heads to write articles and share successes on the website.
- Recognize a Pastor or School Head monthly on the website.
- Set and track enrollment goals of current and potential Institutional Members annually.
- Continue to develop streams of revenue through sponsors and donors.
- Use direct marketing to churches and schools to promote Kingdom education and expand membership.
- Communicate logo and ministry statements in all publications.
- Utilize state convention papers to communicate the value of our purpose and direction.

Strategy 2: Relationship Development

- Log and complete a set number of monthly contacts with prospective schools.
- Log and complete a set number of monthly contacts with Institutional Member schools.
- Log and complete a set number of monthly contacts with pastors.
- Establish a presence at conventions to influence and inspire pastors.
- Build relationships with Southern Baptist conventions, colleges, universities, and seminaries.
- Create a calendar that schedules visits, counsel, and assistance to Institutional Members and prospective members.
- Develop, conduct, assess, and report data from an annual survey of all stakeholders that will determine their perspective of the Association’s benefits and identify potential benefits.
- Seek engagement and recognition with the NAMB.
- Promote Christian School 101 seminars and KSi across the country in Southern Baptist Churches.
- Represent the Association as a vendor at the National and appropriate State Conventions.
- Research and determine the merit of a homeschooling model for the Association.

Strategy 3: Product Development

- Develop a three-year training plan for Heads of School (Winter Meeting).
- Develop a Christian School Starter Kit for Southern Baptist Churches.
- Develop a church-school success manual and/or conference.
- Develop a biblical worldview audit in conjunction with worldview conferences.
- Enlarge the scope of student scholarships with donors and dollars.

Strategy 4: Leadership Development

- Formulate a plan of succession, second generation, for the Board.
- Formulate an emergency succession plan for the Executive Director.
- Develop and institute an annual professional development plan for the Board and Staff.
- Develop recruitment and hiring policies to acquire qualified staff.
- Formalize operational policies and procedures for the day-to-day operations of the Association.