



CHRISTIAN HERITAGE
ACADEMY

STRATEGIC PLAN: UNLOCKING THE FUTURE AT CHA

2023-2027



“We are His workmanship, created in Christ Jesus for good works,
which God has prepared beforehand, that we should walk in them.”

Ephesians 2:10

“Walk in a manner worthy of the Lord,...bearing fruit in every good work
and increasing in the knowledge of God,...giving thanks to the Father.”

Colossians 1:10

The future of Christian Heritage Academy hinges on this simple narrative:

Believing in something so much bigger than ourselves.

Those that came before us didn't know 40 years was possible; they just knew that God would move mightily, and they were bound by that call. That call remains the same for us, **but we need a renewed approach.**

It's about equipping children, and it's also **about inspiring them.**

It's about becoming a lifetime follower of Jesus, and it's also **about loving and serving others.**

We know that won't just happen.

Being rooted in a deep love for God? Show me.

Known within our community? Prove it.

Engaged in educational excellence? Tell me what it will take.

Inspired to make a difference? Significant.

But, something is stirring right now, unfolding, where God is providing for our community in ways that should cause every person here to believe that he is moving mightily. We have exceptional leadership and greater financial resources than at any point in our history.

But, we need you. More than ever, we need you.

To partner with us.

To re-engage with us.

To buy into the mission, vision, and goals that we are setting forth.

We need unity in our community. Commitment to a shared belief and desire that feels so thick and tangible that it overwhelms the heart, mind, and soul. So all-consuming that it stirs participation where the sacrifice is immensely fulfilling, the investment is deeply generous, and the grace springing forth creates an attraction that powers explosive growth.

Because it's all about our kids – and the kids we don't know yet. It's about fulfilling God's calling for us to spread the gospel. And using this school as the conduit to having an impact that goes so far beyond our imagination it can only be explained by pointing to God and what he has done and will continue to do.

INTRODUCTION

In the fall of 2022, the Board of Directors began a comprehensive evaluation of the school's Mission Statement and Expected Student Outcomes in order to develop both a Vision Statement for the current season in the school's history and a Strategic Plan for how to execute that vision in the coming years.

OUR MISSION

Christian Heritage Academy exists to equip **and inspire** students to be lifetime followers of Jesus Christ **who love and serve others**.

This statement encapsulates what is and always has been CHA's most foundational *why*: following Jesus. The Board has now added two phrases of vital importance for missional clarity:

...and inspire...

An excellent education is not simply about *equipping*. We are to love God not only with our mind and strength but also our heart and soul (Mark 12:30).

...who love and serve others.

Following Jesus is not simply a personal endeavor. It is a lifestyle that should greatly benefit those around us as we love our neighbors as ourselves (Mark 12:31) because God first loved us (John 15:12).

OUR DISTINCTIVES

Christian Heritage Academy is:

Educationally Excellent
Based on Biblical Values
For Children of Christian Families
Parent-Governed
Independent

OUR VISION

Our vision is that every CHA student is **rooted** in a deep love for God, **known** within our community, **engaged** in educational excellence, and **inspired** to make a difference.

This is our aspirational picture of missional success and impact. This statement both builds off of our current distinctives and pushes us to a state of future excellence. We will keep challenging ourselves by asking the following questions:

*We are rooted in God's Truth, but how deep does our students' love for God go?
Parents and students are known in our community, but to what extent?
Students receive an excellent education, but is it so engaging that it shapes a life?
Students serve at CHA, but are they truly inspired to make a difference?*

Our mission will truly become reality when students are firmly rooted, deeply known, fully engaged, and powerfully inspired. While only God can change a heart, we will hold ourselves accountable to our role in these important aspirations.

THE ROLE OF OUR STUDENTS

Our students must also play a role in this missional success as they pursue the following imperatives (**Expected Student Outcomes**), linked to our Vision:

Walk in God's Ways

Rooted in a deep love for God

Seek and Speak the Truth

Engaged in educational excellence

**Think Critically, Creatively,
& Collaboratively**

Explore God's Diverse World

Known within our community

Excel in Your Gifts

Inspired to make a difference

Love Courageously

STRATEGIC GOALS FOR CHA

Finally, the Board of Directors, in collaboration with CHA's Administration, has identified four core goals to drive our focus and impact over the course of the next four years (2023-2027). Strategic Planning Committees have developed specific, strategic goal language; long-term, big-picture outcomes; and detailed annual action steps for each goal. The language below represents an executive summary of that detailed plan.

GOAL ONE: Deliver Dynamic Education

- Pour into student discipleship and spiritual formation through intentional mentorship, transformative experiences, engaging chapels, earnest prayer, and a compelling Bible curriculum.
- Prepare and inspire students for real world, vocational impact through compelling, strategic, and outcome-oriented curriculum and instruction.
- Equip students to dynamically use their gifts in God's world by enhancing and expanding our co-curricular offerings.
- Recruit and retain exceptional faculty talent through effective training and fair compensation.

GOAL TWO: Drive School Growth

- Launch the most significant capital campaign in school history to power a major renovation and expansion of school facilities.
- Invest in marketing and admissions efforts with a goal to increase enrollment to 550 by 2026.
- Begin to build an endowment that powers increased resources, opportunities, and financial aid to enable a great diversity of families in the area to attend CHA.

GOAL THREE: Effectively Steward Resources

- Pay off the school's current \$2.8 million building debt by 2029 while remaining financially stable.
- Increase faculty compensation by \$1 million dollars by 2026, and improve faculty healthcare and retirement programs in order to be more competitive in the current market environment.

GOAL FOUR: Unite Our Community

- Unite in our shared vision to the extent that at least 75% of CHA families are actively engaged in school culture through volunteer opportunities and event participation.
- Make a tangible difference locally and beyond through effective partnerships with churches, schools, alumni, and other Christian non-profits.

WHAT'S NEXT?

COVID 19 robbed many families of community connectedness and healthy habits of social engagement. We need to take steps towards deeper connection, meaningful moments, and a sense of family for our community, all driven by our collective mission. Here are three things we are asking everyone to do to help start to make our mission- and vision-driven goals come to life.

Partner

Commit to attending one partnership conversation (in person or via zoom) before the end of the year. This will be an opportunity to hear more about the strategic plan, provide additional ideas, and better partner with us in our efforts.

- Monday, Nov. 13, 8:15-9:15 AM (in person only) - Morning Prayer Session
- Thursday, Nov 16, 7:45-8:45 PM - Worship & Prayer Night for CHA
- Stay tuned for two info sessions after Thanksgiving (dates and times TBD)

Re-Engage

Commit to one spouse attending one chapel, one prayer meeting AND one other event at CHA before the year is out. The heartbeat of our school is chapel and prayer. You will be uplifted, help lift others up, and contribute to our call. In addition, CHA's other events are where *community* is built. Come experience community while cheering, celebrating, or helping.

- Chapels
 - Lower School
 - Middle School
 - Upper School
 - All School
- Prayer
 - Thursday, Nov 16, 7:45-8:45 PM - Worship & Prayer Night for CHA
 - Monday Morning Prayer - Every Monday, 8:15-9:15 AM at CHA
 - Friday Morning Men's Prayer - Every Friday, 7:00 AM on Zoom
- Events
 - Sports
 - Coaching
 - Scoreboard or books
 - Driver
 - Concerts and Theater Productions
 - Volunteering in Class / Out of Class
 - Mystery Readers
 - Library Volunteer
 - Traffic Volunteer
 - Chaperones

Buy-In

Our Annual Fund isn't just a bonus; it's part of our annual budget as a private school. Please consider giving more than you typically might — or consider a recurring, monthly donation — to help us reach our ambitious annual goals. This isn't a want, it's a need, and our ambitious goals must have your help and support to be achieved.

More, we need you to help us reach beyond our immediate school families to grandparents, friends, and more. **We believe in our mission to the extent that we want those beyond CHA to join us. Do you?**

Go to christianheritage.org/coinucopia to learn more about our Fall 2023 campaign.

Go to christianheritage.org/support to set up a recurring or one-time gift.