

# Pythagoras Children's Academy

Strategic Growth Plan for 2020-2021 School Year

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# Agenda

- 1. Goals**
- 2. Areas of Focus**
- 3. Enhancements to Existing Strengths**
- 4. Data/School Metrics**

# Goals

- 1. Increase new student enrollment by 15 students**
- 2. Maintain student enrollment by 90% of 74 2019-2020 enrolled students**
- 3. Build relationships with other local Orthodox Parochial Day Schools**

# Areas of Focus

- 1. Parent and Community Engagement**
- 2. PCA Awareness**
- 3. Marketing/Sales**

# Focus Area 1: Parent & Community Engagement

## **Quarterly Community Events hosted by School Board with key speakers/presenters**

**What:** Initiate a quarterly event to share key PCA accomplishments and provide significant learning

**Why:** to engage our community members and invite others to participate and learn about our community.

**How:** have an interesting presenter who could present or do a hands-on activity with parents and/or families; teachers provide learning activities for children in the classrooms if needed; PPO hosts food; charge non-PCA families for the event attendance to cover costs of presenters (if needed)

### **So far invited:**

- a. Stella Kalfas, local area mental health expert: Said Yes
- b. Diakonissa Pat Hamalis from Holy Apostles, iconographer: Said Yes
- c. Fr. Paul Jannakos, a certified counselor and Orthodox priest: Said Yes
- d. Dr. Mary Ford from St. Tikon's Seminary: Possible topics include Orthodox marriage, teaching Orthodox history to children: Yes for 2020-2021
- e. Jonathan Pageau, an Orthodox Christian icon carver from Quebec, and YouTube speaker on the Symbolic World. Able to do a hands-on icon carving or interesting Orthodox art topic: Said Maybe and to discuss planning in 2020.
- f. Special Surprise speaker who said YES! Be the Bee!

--<https://www.ancientfaith.com/podcasts/bethebee>

# Focus Area 2: PCA Awareness

**What:** Expand distribution to broader Orthodox network and schedule PCA presentations, either on or offsite, and bring along school board members and parent advocates/ambassadors

- Create a PCA Growth Committee comprised of PC, SB, Teachers, & Parents (2 each) to meet monthly and plan action-items.
- Ask former families (especially those that went through 5th grade) to serve as ambassadors/influencers in the work, family, and friends communities
- Ask other local area Orthodox churches if we can present our school at their coffee hour or leave handouts
- Host both a Fall Open House and a Winter Open House; have ambassador/influencer families present to discuss their positive experiences with the school
- Have a PCA presence with material (and a call to action) at every inter-community event hosted at St. Demetrios

# Focus Area 3: Marketing/Sales

- Clearly define our “so what” our “purpose” as it differentiates us from other schools & use this to advertise
- Update current PCA website
  - Model after other Orthodox Parochial Schools
  - Include testimonials
  - Provide online enrollment and registration
- Possibly invest in Customer Relationship Management (CRM) online tools or services to expand reach, i.e. Sales Fuze, Zoho
- Possibly invest in a marketing campaign: quote received so far \$18,000
- Identify key characteristics of target demographic group
- Compare salary data of PCA teachers to other schools
- Survey past graduating students to understand if above/below public standards during transition

# Enhancements to Existing Strengths

## Director and teacher development training

- For director, look for leadership, business and strategic coaching
  - Directory currently completes annual educational leadership PDs (has one scheduled for September)
  - Possibly consider sales/marketing/PR training for director and teachers
- For directors, teachers and the school board, submit feedback surveys, i.e. parents for director, teachers & curriculum/school, teachers for director, etc.
- For teachers, look for differentiated instruction to adapt to student learning styles/needs
- Instruct teachers how they are influencers in our community

## Curriculum

- Review quality of curriculum and identify special teaching needs to elevate the overall school performance; done regularly by our Curriculum Committee
- Identify needs of existing PreS/PreK enrolled kids and parents' concerns and develop plan to ensure continued enrollment to upper grade levels
- Investigate PCA being part of a community library reading program
- Professional Development scheduled for this school year:
  - Completed by Ms. Dina Jason & Dr. Angela Tagaris



# Data/School Metrics

## Begin tracking school data on a scorecard

Annual Scorecard and Quarterly Scorecard

### Annual Scorecard:

- Enrollment numbers year to year
- # of returning families
- # of new families
- Average stay of families
- Reading/Math Scores

### Quarterly Scorecard:

- # of families interested in attending PCA each quarter
- # of contacts to each of these families (includes, emails, visits, pamphlets, conversations, etc.)