

Woodrow Wilson Academy Strategic Plan for the 2004-2005 School Year

Vision Statement: The vision of Woodrow Wilson Academy is to join students, parents, educators, and the community to produce an educational environment that nurtures, excites, and motivates children to learn. The Academy empowers students to become independent and responsible thinkers, fosters academic and moral excellence, and promotes creativity.

Mission Statement: The mission of Woodrow Wilson Academy is to provide a school where students thrive academically and socially. This mission will be accomplished through a strong educational program based upon a structured and challenging curriculum supported by discipline and mutual respect. The commitment of the students, parents, educators, and community will be utilized to achieve these goals.

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Woodrow Wilson Academy SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis:

Strengths	Weaknesses
Contract through 2008-09 Academically rigorous/content-rich curriculum Strong administration and staff Stable, professionally-trained faculty Consistent safe and disciplined environment Diverse, visionary board of directors Steady core of parental involvement Good technology foundation Strong grant writers Permanent facility secured with growth potential Committed PTO Strong Finance Committee Positive relationship with CDE, CLCS, Jeffco, neighboring church Educational assistants in classrooms Small school environment School pride and spirit Core Virtues (Character Education) Improved CSAP scores CK standardized tests can be used to measure implementation Home School Connection Meeting the needs of diverse learners	80/20 rule for parent participation / Waning energy and enthusiasm Facility (physical challenges, space constraints, HVAC, no gym) Financial constraints Facility lease burden Middle school development Board time constraints / turnover Limited activities (especially middle school) Middle school CSAP scores
Opportunities	Threats
Facility growth potential Bonding / Jeffco bond issue Networking / community building Home School Connection growth Increased community exposure Ability to solicit further member and community participation Annual Campaign marketing opportunities to improve enrollment Madison High School CSAP Improvement Jeffco school board elections	Educational budget funding cuts Jeffco political climate Lack of full enrollment and dwindling waitlist Diminished grant opportunities Limited High School choice / options Unknown community development factors High local charter school density

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Objectives	Objective Components	Functional Strategies	Responsible Party	Status / Due
1. Facility Financing	A. Financial viability / stability	(1) 5% to bottom line	Finance Committee	
		(2) Ensure 2004-2005 actuals are in line with budget projections	Finance Committee	
		(3) 5-year budget	Finance Committee	November 2004
	B. Construction plans	(1) Fund facility growth plan	Finance Committee / Expansion Team	
		(2) Fund capital improvements for current facility	Finance Committee / Expansion Team	August 2004
	C. Enrollment	(1) Achieve full enrollment through retention, new students and increased wait list	Principal	
		(2) Develop and implement marketing plan	Principal / Tim Matlick	
		(3) Recruit and retain Home School Connection student	Principal / Julie Benningsdorfer	
	E. Financing process	(1) Jeffco Bond Issue	Finance Committee / Expansion Team	
		(2) Private Bond issue	Finance Committee / Expansion Team	
		(3) Private / Traditional Funding sources	Finance Committee / Expansion Team	
		(4) Restructure / Increase Current Funding source	Finance Committee / Expansion Team	

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Objectives	Objective Components	Functional Strategies	Responsible Party	Status
2. Facility Growth	A. Facility needs analysis	(1) Review program needs and space requirements	Expansion Team	May 2005
		(2) Research program alternatives for needs of the school	Expansion Team	
		(3) Architecture development plan	Expansion Team	
		(4) Develop facility growth plan	Expansion Team	May 2005
	B. 2005-2006 growth plan	(1) Provide City of Westminster full site development plan	Expansion Team	May 2005
		(2) Creative facility use / classroom strategy	Expansion Team	May 2005
	C. Construction plans	(1) Interview and obtain bids from architects and general contractors (competitive bidding)	Expansion Team	
		(2) Perform site visits for building and gym	Expansion Team	
	D. Land acquisition / property	(1) Set final acquisition deadlines re: put plans in motion - begin SDP process	Expansion Team	
		(2) Pursue neighboring property	Expansion Team	
	E. Capital Improvements to current facility	(1) HVAC improvement / conversion	Expansion Team	
		(2) Roof / Skylight repair and refit	Expansion Team	

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3. Academic Performance	A. Improve CSAP scores	(1) Restructure Literacy Program (Literacy Block)	Principal / Curriculum Coordinator	
		(2) Improved use and reporting of CSAP and performance based reading and math program evaluation data	Principal / Curriculum Coordinator	
		(3) Reduce percentage of “Partially Proficient” and “Unsatisfactory” level performers	Principal / Curriculum Coordinator	
		(4) Increase percentage of “Advanced” level performers	Principal / Curriculum Coordinator	
	B. Improve CK performance	(1) Perform site visits to other high performing schools	Principal / Curriculum Coordinator	
		(2) Analyze individual and group test performance and report results	Principal / Curriculum Coordinator	
		(3) Implement analysis based strategies for improvement of individual and group test performance	Principal / Curriculum Coordinator	
		(4) Continue provision of reading literacy information to parents	Principal / Curriculum Coordinator	
	C. Faculty training	(1) Provide additional professional development in reading / writing / math for teachers	Principal / Curriculum Coordinator	
		(2) Pursue funding and sources for teacher training (grants, CDE, CLCS, district, etc.)	Principal / Curriculum Coordinator	
		(3) Professional development re: program development and funding	Principal / Curriculum Coordinator	

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Objectives	Objective Components	Functional Strategies	Responsible Party	Status
4. Additional Objectives / Goals	A. Board Accountability	(1) Develop and Implement Strategic Plan	Directors	June 2004 to May 2005
		(2) Annual Retreat	Directors	June 2004
		(3) Monthly board meetings	Directors	June 2004 to May 2005
		(4) Efficient and effective board performance in meetings, committees, and preparation	Directors	June 2004 to May 2005
	B. Staff Retention	(1) Sound Staffing and Compensation Policies	Principal	
		(2) Professional Development	Principal	
		(3) Solicit Feedback and Improvement Ideas	Principal / Curriculum Coordinator	
	C. Parental Involvement	Monitor and Increase Parental Involvement	Susie Ellis / PTO	
	D. Community Relations	Networking	Directors	
	E. Increased Political Awareness	(1) Increase awareness of political, legislative, and election issues	Damon McCleese	
		(2) Recruit legislative liaison	Damon McCleese	