



90-Day

Crisis Response Plan

**How to build a process & culture
for progressive growth**

www.SchoolGrowth.com



WE **GROW** SCHOOLS AND THE PEOPLE
WHO HAVE THE COURAGE TO LEAD THEM



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SCHOOL GROWTH[®]

Our Team



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Director of
Client
Experience



Cliff Barna

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Operational
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Matt Ticzkus

Relationship
Innovation



Amy Swann

Learning and
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Innovation

Select Associations & Partners



- Southern Association of Independent School
- National Business Officers Association
- Mid-South Independent School Business Officers
- Georgia Association of Independent Schools
- Georgia Christian Schools Association
- Georgia Association of Private and Parochial Schools
- South Carolina Association of Christian Schools
- Philadelphia Area Independent Schools Business Officers
- Tennessee Association of Independent Schools
- Association of Colorado Independent Schools
- North Carolina Association of Independent Schools
- Association of Delaware Valley Independent Schools
- Florida Council of Independent Schools
- Texas Private Schools Association
- Northwest Association of Independent Schools
- North Carolina Association for Public Charter Schools
- Indiana Non-Public Educators Association
- North American Division of Seventh-Day Adventists
- American Association of Christian Schools



MISBO



PAISBOA
PHILADELPHIA AREA INDEPENDENT SCHOOL
BUSINESS OFFICERS ASSOCIATION



Tactical Planning for Breakthrough Results

Creating a process & culture for progressive growth

In any organization there is always an opportunity to grow. The key is focusing on and rapidly achieving concrete initiatives that clearly advance the quality and capacity of the team. People are more motivated when they know their work matters and that it makes a difference. They want to know how to win and that everyone is committed to winning.



Proven, highly effective way to build
Momentum & Confidence

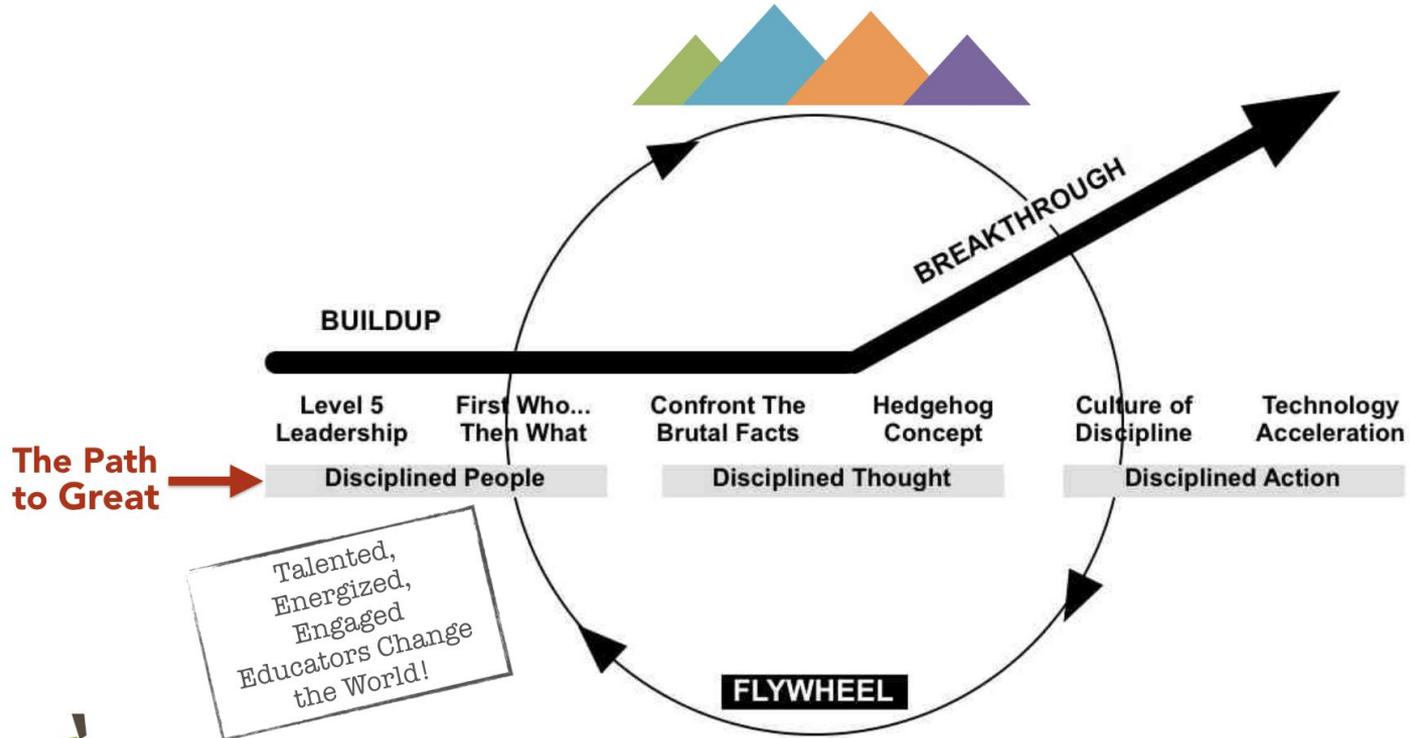
School Growth Design Framework™

Schools are complex organizations with inter-dependencies across the Four Domains of School Design. Understanding how each component and decision is connected enables greater clarity, accountability, and growth.



Good to Great Framework

What is the Path to Great?



Strategic Growth Plan



- Context Data
- **Enrollment Data**
- Financial Data
- Performance Data
- Community Data
- Competitive Data
- Accreditation Data
- Survey Data
- Focus Group Data
- Audit Data



The School Growth Engine

The 12 Disciplines of Highly Effective Education Leadership



Leadership Capacity

Talent, Energy, and Engagement

Organizational Health

Cohesiveness, Clarity,
Communication, and
Consistency

Continuous Improvement

Systems Thinking, Personal Mastery,
Mental Models, Shared Vision and
Team Learning

Strategic Context

Mission	Current Mission statement
Target Market	Demographics, Affinity, Income, Location, Job/career
Value Proposition	<ol style="list-style-type: none"> 1. Curriculum 2. Community 3. Culture 4. Faculty 5. Price
Key Partners	Outside organizations that are critical to achieving our mission and our goals (feeder schools, referrals, accreditation agency, association, church)
Strengths	What are your strengths (Based on data, what are people saying are the strengths of your school)
Opportunities	What are your opportunities NOW

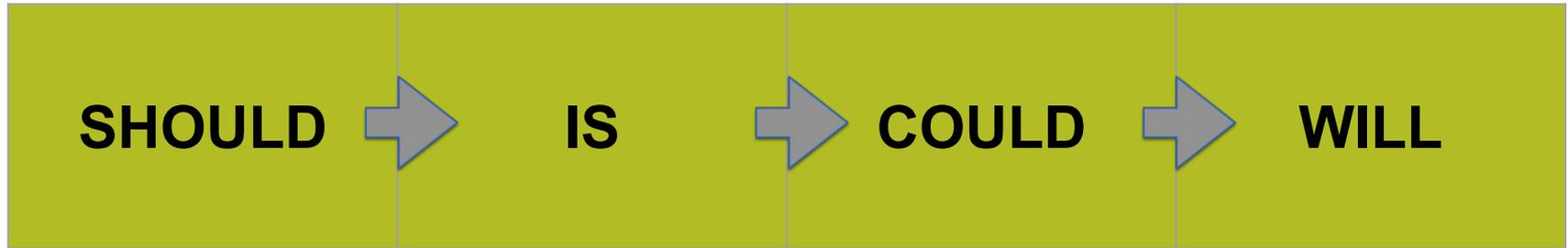
Crisis Response Options

Enrollment	Retention, Recruitment, Marketing
Rightsizing	Class sizes, Master Schedule, Org Structure
Talent Assessment	Performance Rubric, Talent Quotient
Financial Aid	Strategy, Process, Communications
Culture	Communication, Habits, Parent Engagement, Faculty Engagement, Traditions

Data Analysis: What do we know now?

Enrollment is incomplete	Maintain your already communicated tuition increase of 3%
Everything is incomplete	Moving forward with technology investments
Great retention, but uncertainty lingers	Limit scholarships to no more than 25%
Everyone still staying at home	
Healthy risks may continue...	
Have to figure out social distancing in the fall to guarantee safety	
Using 3-phased approach to respond to health risks	
Not raising tuition, but may increase financial aid. Must cut costs	
Capped enrollment to optimize	
Preparing lessons for online and live instruction--no interruption	

Organizational Alignment



Organizational Alignment

SHOULD	IS
Keep everyone safe with limited class sizes and coordinated schedule	Space is limited. Teachers and staff capacity is limited
Larger Enrollment	Maintaining Enrollment
Frame out a summer program and support homeschooling families	Nothing defined yet
Improved used of social media	
Website that accurately tells your story and has a clear call to action	Confused message with the same talking points as every other school
Easy to contact someone from the school, especially admissions	Phone system purgatory, No specific person to contact
Should have 2 sections for every grade	Too many with 1 section
Enrollment confirmed and concrete	Too uncertain
Disinfecting rooms after each class	

Organizational Alignment (Cont.)

SHOULD	IS

Organizational Alignment

COULD

Strategically implement financial aid policies and practices	Develop a happy engaged culture for staff students and families.
Review the website and identify a consistent and compelling call-to-action	Conduct a talent audit to create a performance rubric and assess current quality
Develop a retention plan following up with families and collect data on current situation	Find a way to celebrate 2020 graduates
Develop an intentional plan for onboarding new families (e.g., new mom brunch)	Create a compelling story for the school that invites prospective families into a long-term relationship
Start a parent ambassador program to engage families	Define core values and cultural habits
Revist automated inquiry email sequence on the website	Conduct follow up surveys to assess faculty and family engagement
Implement a prospective family database and content strategy	Beautify the front entrance
Train and equip your current families to be ambassadors to increase engagement and increase inquiries	

Organizational Alignment

Initiative Description	Return on Investment (ROI)	Complexity (\$, Time, Capacity,...)
Conduct follow up surveys to assess faculty and family engagement	+	-
Develop an intentional plan for onboarding new families (e.g., new mom brunch)	+	-
Develop a retention plan following up with families and collect data on current situation	+	+

Tactical Initiative Selection Criteria

Urgent & Compelling

1

Completion of this project will have an immediate and concrete impact

⋮

Rapidly Achievable

2

This project can be completed in weeks rather than months, and the necessary resources are available and accessible.

⋮

Energized Commitment

3

The leader and team embrace the challenge with eagerness and willingly prioritize the tasks required

Organizational Alignment

WILL

90-Day Plan

Initiative:

Task	Who	Due Date	Expectations

90-Day Plan

Initiative:

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90-Day Plan

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90-Day Plan

Initiative:

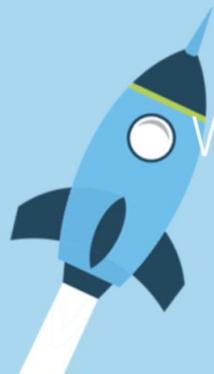
Task	Who	Due Date	Expectations

90-Day Plan

Initiative:

Task	Who	Due Date	Expectations

Celebration Options



We **GROW** Schools and the People who have
the Courage to lead them

[START Your Growth Plan](#)



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