LOOKING AHEAD:

2017-2020 Strategic Plan Updates






GOAL #1:
Program Advancement

Increase visibility into and evaluation of SCDS's educational programs

- Continue commitment to inquiry-based gifted education; highlight and communicate our school's unique and defining pedagogy
- Update our school's comprehensive K-8 curriculum scope and sequence
- Offer greater opportunities for parent education

GOAL #2:
Diversity, Equity, and Inclusion

Continue to create a culture of diversity, equity, and inclusion

- Increase the number of gifted students from under-represented communities at SCDS
- Mitigate barriers to enrollment such as transportation
- Examine the total cost of an SCDS education and its financial implications for families and our school



GOAL #3:
Communication

Improve communications to all SCDS constituencies

- Refine our school's website and social media platforms
- Strengthen the Alumni Council, increase outreach, and provide networking opportunities for alumni and their families
- Assess and improve the effectiveness of all parent communications



GOAL #4:
Facilities

Assess SCDS facilities and physical plant

- Identify emerging program needs and space requirements
- Conduct a space allocation and use audit
- Update our school's 30-year facilities repair, maintenance, and capital replacement schedule

GOAL #5:
Advancement

Develop strategies to strengthen engagement of all constituencies

- Refine roles and responsibilities for Advancement efforts among SCDS leadership
- Evolve our multi-year Advancement Plan for the post-50th anniversary era
- Complete the first phase of The Infinity Fund Endowment ($5 million) and outline new strategies for its continued growth

SCDS

SEATTLE COUNTRY DAY SCHOOL

STRATEGIC PLAN

Continuing the Momentum



Dear SCDS Community,

Building on the momentum of SCDS's 2012 Strategic Plan, *Inquiry in Motion*, which yielded an enriched program and community, The Board of Trustees has developed a set of 2017 Strategic Updates. This refresh is a roadmap of sorts for the next 36 months, at which time a new, comprehensive, and long-term strategic planning process will occur. We are pleased to share these strategic priorities and themes with you.

Michael G. Murphy
Head of School

Ramona M. Emerson
President, Board of Trustees

IN THE REARVIEW:

Achievements Under the 2012-17 Strategic Plan

GOAL #1: *Advance Our Program*

Affirm our inquiry-based curriculum, explore emerging pedagogies, support faculty, and create a culture of inclusion

Results:

SCDS has enhanced its academic program across all grades and subject areas, while remaining committed to an inquiry-based approach for gifted learners. Key program developments include:

- Implemented Social Emotional Learning (SEL) curriculum comprehensively across all grades
- Expanded curriculum to include debate, rhetoric, drama, and musical theater
- Expanded global/multicultural/diversity studies and learning experiences
- Enhanced grades 4-8 co-curricular trips to more closely tie to curriculum
- Improved high school application readiness for students and families
- Established faculty mentoring/professional development program

GOAL #2: *Extend Our Mission*

Position SCDS as a regional leader in inquiry-based education, enhance marketing communications, expand our reach into under-served communities, and involve our alumni in the support and promotion of our school

Results:

We have provided greater visibility into the SCDS program; implemented initiatives to create a more diverse, equitable, and inclusive community; and increased the involvement of our alumni. Key achievements include:



In the area of Positioning and Marketing Communications

- Improved our school website and added a dedicated Communications Coordinator position
- Expanded use of social media platforms for greater engagement

GOAL #3: *Provide for Our Future*

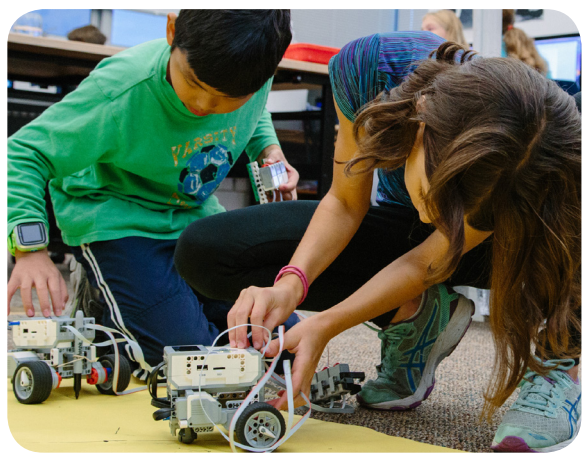
Create a culture of contribution, including the establishment of an endowment

Results:

SCDS has engaged in concerted efforts to embrace and sustain relationships with our community. Our culture has been enriched by increased parent volunteerism, participation, and community-wide fundraising.
Other highlights include:

- Celebrated our 50th anniversary welcoming 500 alumni, alumni parents, and community members
- Launched The Infinity Fund, our endowment, ensuring long-term SCDS viability
- Grew the Advancement Office to meet the needs of SCDS families and alumni
- Affirmed and formalized our commitment to a "Culture of Contribution" as part of the school's ethos, recognizing and valuing gifts of time, talent, and treasure





In the area of Diversity, Equity, and Inclusion

- Adopted statement on Diversity, Equity, and Inclusion
- Enhanced systems to improve retention of diverse students and families
- Improved diversification of faculty, staff, and the Board
- Developed and provided programs for parent education
- Implemented co-curricular pro-rata financial aid to improve student/family access
- Mitigated the cost of admissions testing

In the area of Alumni Involvement

- Expanded our alumni network
- Implemented alumni initiatives to foster deeper connections via the creation of an Alumni Council, appointing class agents, and adding a growing array of alumni events
- Engaged alumni in annual programs with current SCDS students

> *"Inspiring gifted children to reach their potential through inquiry, curiosity, and wonder."*

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