

STATE OF THE ACADEMY



A Review Of 2018 School Year and a
Glimpse at the 2019 School Year



LAST YEAR'S THREE FOCUS AREAS:

- Development:
 - Advertising/Marketing
 - Engage social media
 - Annual review of fees and enrollment
- Curriculum:
 - Clear Bible Curriculum K-8
 - Cyclical Plan to address new curriculum adoptions on a rotating basis
 - Middle School Instructional Support (Aide)
- Culture/Climate:
 - Coordinated and clear safety updates and expectations for students and parents
 - Dress code standards
 - Church collaboration with Academy ministerial activities
 - Separate Middle School Chapel
 - Better support/training for new teachers



ONE YEAR REVIEW OF THOSE GOALS:

- **Development:**
 - Updated Webpage (ongoing)
 - On-Line enrollment option launched January 2018
 - January 2018 Open House held
 - Facebook and Google advertising campaigns
- **Curriculum:**
 - Review and adoption of new Reading curriculum
 - Additional review of other core curriculum offerings
 - Two teams sent on workshops to do in-depth curriculum reviews
 - Send team for intensive/updated Abeka curriculum training
- **Culture/Climate:**
 - Broader presence alongside and within BSBC
 - Increase of Middle School chapel offerings and related student disciplining and leadership trainings
 - Development of comprehensive review of BSBA/BSBC connections and suggestions for improvements
 - Collaboration on some initial fiscal projects with more on the way



VISION OF 2019 TARGETS & GOALS – DEVELOPMENT

- MARKETING:

- Spirit Shop redesign to a School Bookstore
- School/Academy clothing attire
- Design and implement additional advertising items to include:
 - Above attire offerings
 - Facebook campaign
 - Bell Shoals Baptist Academy video campaign in early August
- Increase BSBA total enrollment by no less than 3% annually for the next six (6) years – to be assessed on the 20th and 100th student day each year.



RECOVERY OF PAST FINANCIAL IMPACT OF 2008

- Between the 2008 and 2013 years, we have seen both a drop in necessary Academy funding (14.6%) as well as an increase in operational costs, including but not limited to the following examples:
 - A 56% reduction in total Academy School Curriculum dollars available
 - A 66% reduction in Staff Development dollars available
 - A 73% reduction in Academy office dollars available
 - A 44% increase in total Group Health dollars spent



VISION OF 2019 TARGETS & GOALS – DEVELOPMENT

- FINANCES:

- Begin systemic and sustainable teacher compensation improvements
- Re-establish and fund Academy budgetary items missing since 2008
- Help address curriculum and staff development needs
- Pause campus-wide product fund raisers in lieu of annual campaigns:
 - Focused on products and not personnel or programs
 - Designed to replace/enhance existing services and Academy needs
 - Intended to allow for family provided gifts with nearly a 100% donation amount instead of the approximately 45% earned with traditional fundraisers. This allows families to realize a greater Academy impact with less dollars given.



VISION OF 2019 TARGETS & GOALS – DEVELOPMENT

- SERVICE AND MISSIONS:

- Increased service and missions opportunities for students, staff and parents
- Working with existing service and missions programs within The Academy
- Working with the BSBC Missions and Children's/Student offices
- Working with the BSBC Deacons ministry
- Working with the USF Baptist Student Union for service project(s) at USF with campus ministries
- Working with the BSBC "Hearts and Hammers" ministry team



VISION OF 2019 TARGETS & GOALS – CULTURE & CLIMATE

- Schedule and deliver PowerPoint presentation to BSBC staff Subject covers collaboration needed in the development of a Biblical Worldview among all student ministries
 - Address synergy in approaching this task – cross-ministerial co-laboring
- Continue and expand Middle School Chapel sessions
 - Develop student leadership opportunities and skills
 - Topical and more in-depth considerations for older students, including but not limited to:
 - The Word
 - Prayer
 - Biblical fellowship
 - Evangelism
 - Obedience
- Schedule “Spiritual Emphasis Week” in the fall (October) to allow for discipling follow-up opportunities by both BSBA and BSBC



VISION OF 2019 TARGETS & GOALS – CULTURE & CLIMATE

- Collaborate on an expanded set of fiscal projects with BSBC
- Deploy updated safety designs, training, and procedures:
 - Magnetic swipe card entrance options only for “B” building (Including elevator and concourse entrances)
 - Upgrade hallway cameras – provides better image capturing and real time viewing by approaching law enforcement in emergency situation
 - Development and implementation of campus-wide emergency action check lists with related training and drills

