

Evansville Christian School  
**MAJOR STRATEGIC GOALS**  
**2014 - 2020**

#	Goal Area	Summary Description
1	Board & Leadership	Continue the recruitment and development of board members (esp. related to advocacy and development); successfully transition to new HOS; and continue to position ECS for the future.
2	Advancement & Development	Be intentional in marketing/promotion of our school to support enrollment strategies and brand awareness; further develop relationships with strategic partners (including churches and the community); and enhance fundraising/development activities.
3	High School	Offer a world-class Christian high school that partners with parents, integrates faith and learning, and connects with the community (see High School Vision).
4	Continued Pursuit of Excellence	Focus on excellence in every aspect, esp. related to student learning and staff development fueled by changes in education and technology, as well as well-rounded experiences.

**High School Vision** – Establish a world-class, Christian high school that partners with parents to inspire students to excel and equips leaders to impact the world. The high school would integrate faith and learning; feature a rigorous, college-preparatory curriculum; and hold students to high standards of conduct. Other key features would include an integrated Biblical worldview; well-rounded experiences (athletics, fine arts, etc.); a focus on 21<sup>st</sup> century, essential skills; and a 24/7 learning environment which engages the entire family and connects with the community.