



# Lake Ridge Academy

Mrs. Carol L. Klimas  
President



January 27, 2010

# Agenda

- Progress Report
- Academic Update
  - Club Med
  - Green Society
- Parents' Association Partnership
- Close

Carol L. Klimas  
Michael Shaulis  
T.C. Topp  
Viveka Hulyalkar  
Lisa Granger  
Carol Klimas

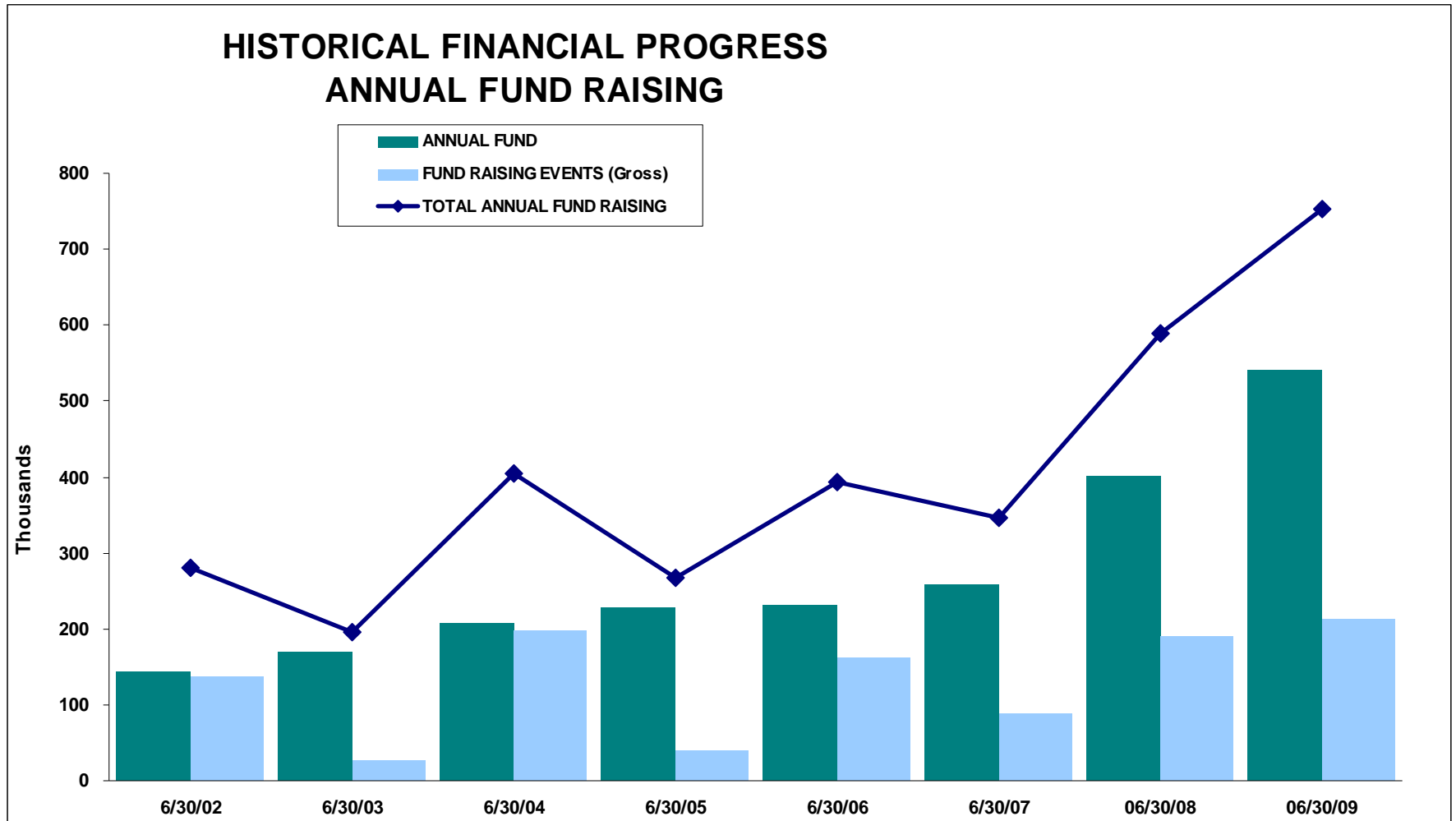
# Progress Report

## Improved Financial Health 2008-2009

- Total net income = \$15,199

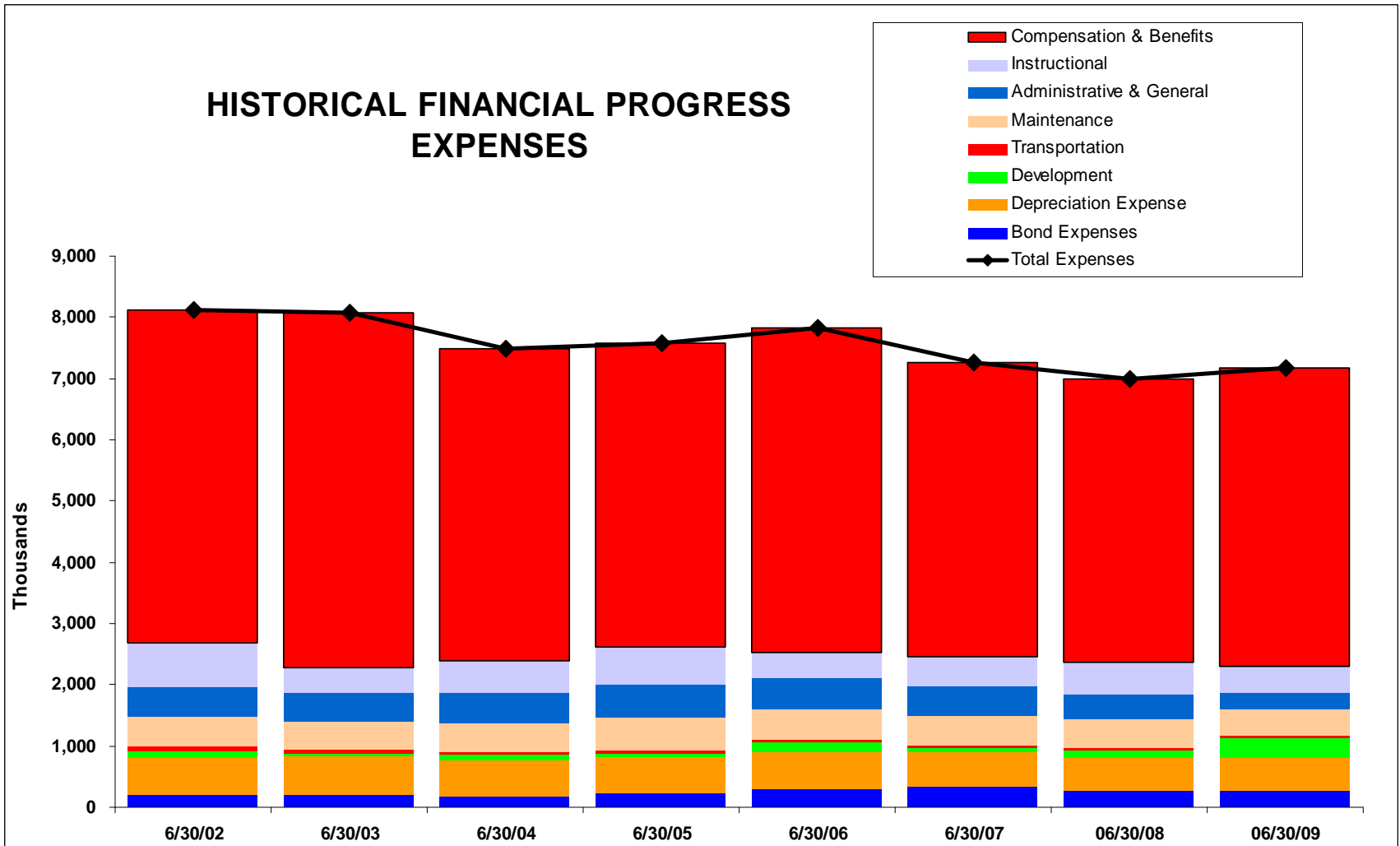
# Progress Report

## Annual Fund Raising



# Progress Report

## Expense Reductions



# Progress Report

Parent Perspectives – Thank you for sharing!

- Parent Survey May, 2009
  - Completed by 51% of parents
  - Respondents: 75% female, 87% Caucasian
- Parent Interviews October-Dec, 2009

# Parent Survey

## Positives

<i>Category</i>	<i>% Agree or Strongly Agree / % Good or Better</i>
<b>Overall Quality of Education</b>	<b>96.0%</b>
<b>Supports Academic Achievement</b>	<b>90.5%</b>
<b>Students Feel Known by School</b>	<b>89.0%</b>
<b>Likelihood to Recommend to Friend, etc.</b>	<b>88.7%</b>
Caring and Community Environment	87.4%
Positive School Spirit is Evident	86.7%
Commitment to Moral Values and Character Development	83.6%
Commitment to Racial Diversity	83.2%
Innovative Educational Offerings	80.0%

# Parent Survey

## Negatives

<b>Category</b>	<b>% Agree or Strongly Agree</b>
School is Adequately Funded	35.7%
Overall Cost and Educational Expenses	Very Expensive – 61.3% Somewhat Expensive – 33.1%

## Offset to Negatives

<b>Category</b>	<b>% Agree or Strongly Agree</b>
Considering Cost, Value of Education/Degree	83.9%

*Lake Ridge Academy Value Proposition is still very high!*

# 2009-2010 and Beyond

We need more students!

- Enrollment/Tuition – Revenue is down this year and number of students has declined over last few years (economy)
- Biggest Challenge: Lack of affordability hampers enrollment growth
  - \* Tuition freezes for 3 of last 5 years
  - \* New Tuition Model – following college approach for discounting with financial aid, grants, scholarships

# Enrollment Study

## Opportunity for New Students is Significant!

- Lake Ridge Academy current Market Penetration (40 communities) = .21% versus NAIS benchmark = 1.0%
- .79% (1,556 more students) = Opportunity
- Only need 150 more students to achieve optimal enrollment

# Enrollment Study

## Target Markets for Growth

- 9,573 households in our 40 communities, with incomes of \$150,000+ not currently penetrated
- To utilize limited resources wisely, focus on 4 markets to attract new students, and increase market share
- Top 4 target markets represent almost 40% of opportunity – Strongsville, Westlake, Avon and Avon Lake
- Still committed to serving all 40 communities!

# Academic Update

Mr. Michael Shaulis  
Head of Academics  
Upper School Division Director

# Academics – Eight Areas of Focus

1. Provide students with a global education
2. Entrepreneurial Studies Program
3. Fine Arts
4. Technology
5. English/Communication Skills
6. Social Curriculum
7. Athletics
8. Math and Science

# Club Med

Mr. T.C. Topp



# Green Society

Miss Viveka Hulyalkar



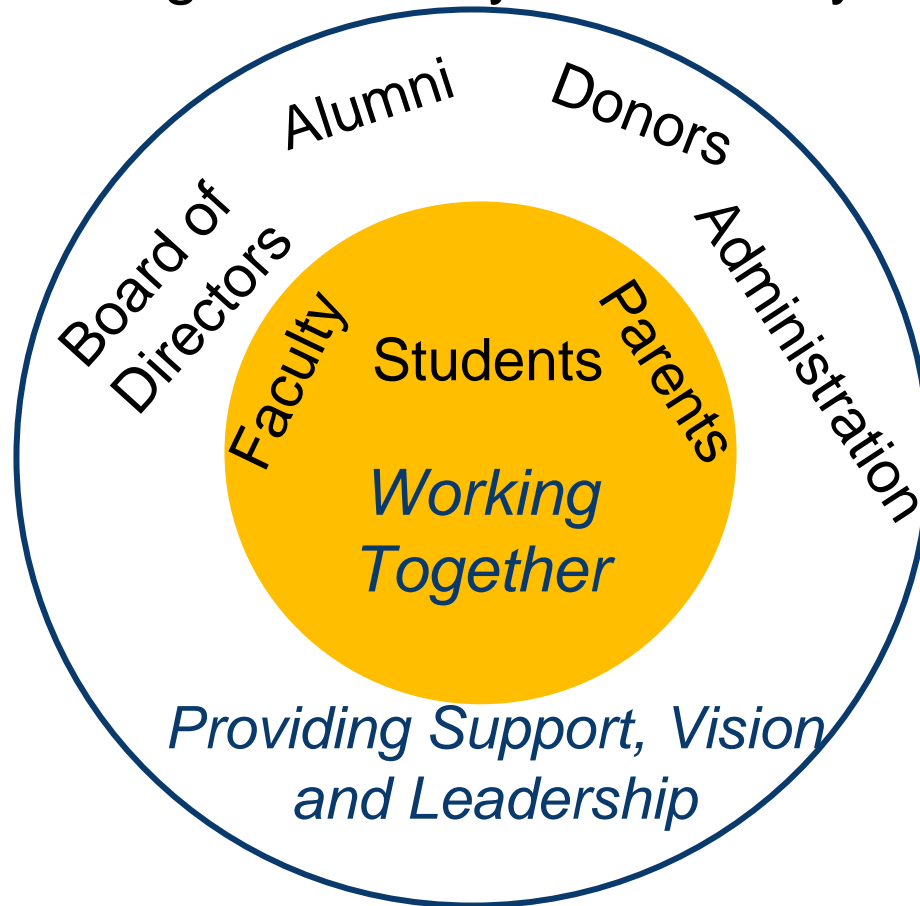
# Parents' Association

Mrs. Lisa Granger  
PA President

# Closing

- Lake Ridge Academy's Academic "Product" is superior!
- Greater Lake Ridge Academy Community is a powerful team!

Lake Ridge  
Academy  
Community



- Celebration of 50<sup>th</sup> Anniversary in 2013 and positioning for next 50 years

# Our Mission...



is to send into a changing world confident young people of integrity who think critically and creatively while embracing the joy of lifelong learning.