



Lake Ridge Academy

State of the School Address

< A Clear Focus on Academic Excellence >

February 2 and 4, 2009



Agenda

1. Our Mission, Vision, Values, Value Proposition
2. 2008 Successes
3. Financial Progress
4. Strategic Plan Execution
 - Emphasis on Enhancing Educational Program
5. Summary
6. Looking Forward to 2009-2010



Mission and Vision

Mission

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.

Vision

To be recognized as the preeminent school in our northeastern Ohio region.

Values and Value Proposition

Values

These core values are intended to shape and define our learning experiences each and every day:

Respect
Scholarship

Integrity
Personal Best

Value Proposition

Lake Ridge Academy believes in the power and talent of each student. We grow each student's natural ability by delivering an educational experience that is academically driven, globally connected, and exceedingly self-actualized.

2008 Successes

A Few Highlights

1. Day of Service – September 23, 2008
2. Major Gifts
 - Jazz Studies Program
 - Founders Scholarship Program
 - Shakespeare in Middle and Upper Schools
3. Two Auction Galas – Thank you!
 - 2007-2008 - \$177,000
 - 2008-2009 - \$192,000
 - Website support
 - Roof for Middle School and Upper School
4. New Brand, Marketing, Website

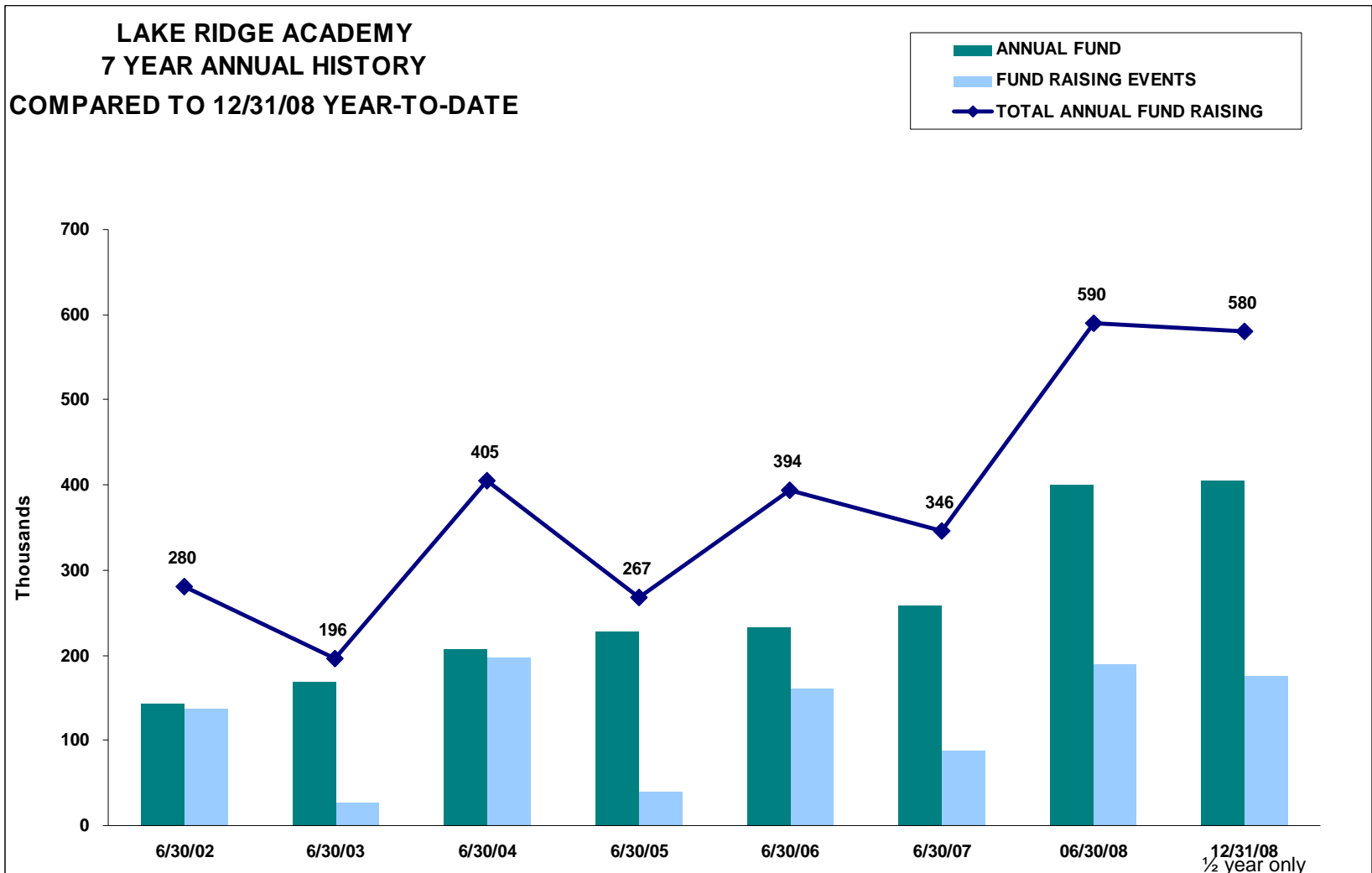
Financial Progress

2007-2008 School Year – Significant Positive Results!

- Fund raising and marketing were areas of focus. Annual Fund and fund raising events generated \$590,114, a record breaking high. Total fund raising was \$991,120.
- Enrollment was strong, finishing ahead of plan by \$244,260.
- Expense reductions were effectively managed, with total operating expenses under budget by \$135,375.

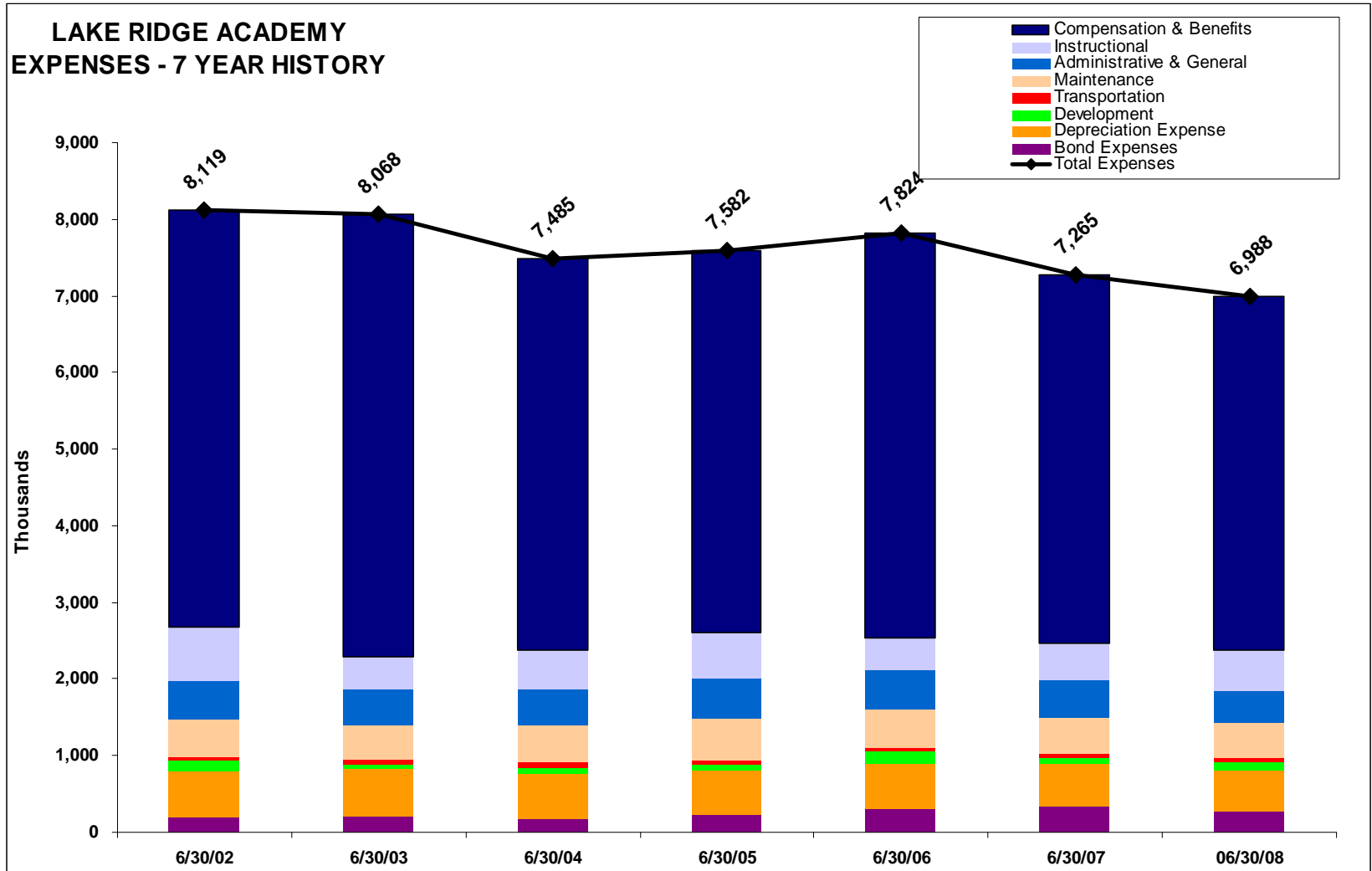
Financial Progress

Annual Fund Raising



Financial Progress

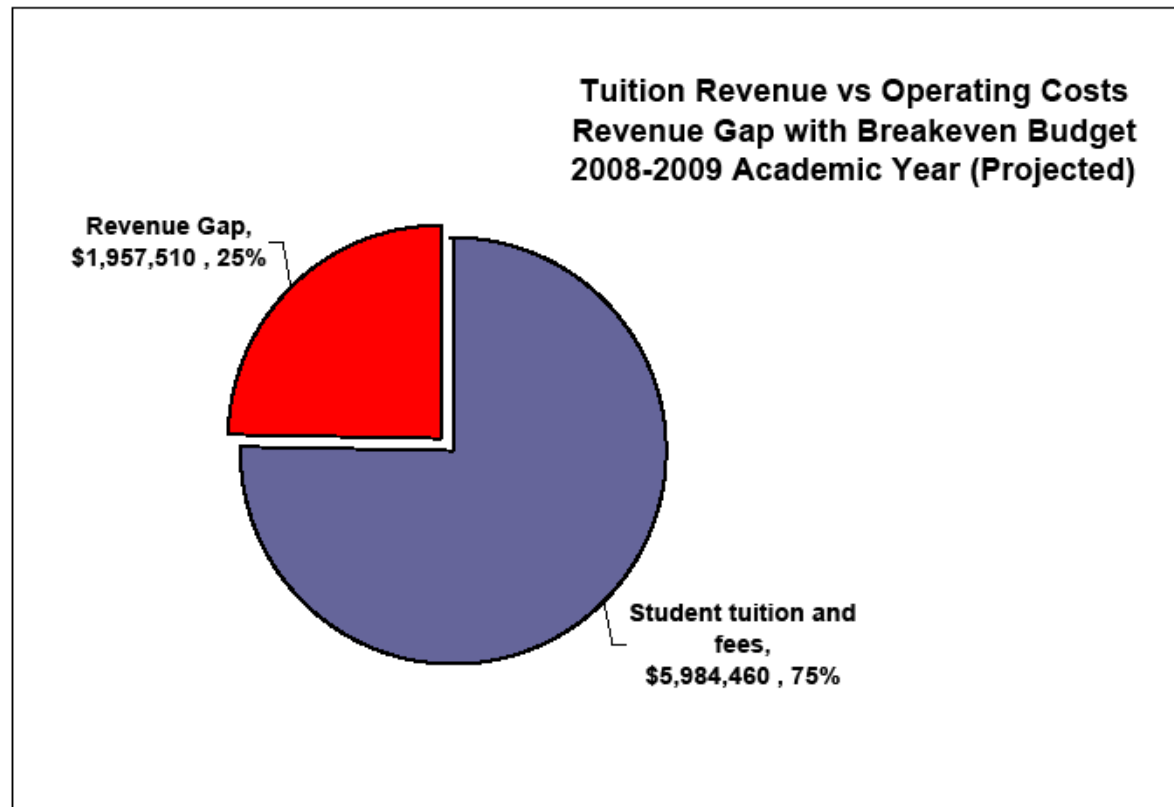
Expense Summary



Financial Progress

Need for Philanthropy

Tuition and fees only cover 75% of educating our students. We must raise dollars through Annual Fund and other fund raising activities each year to cover this gap!



Strategic Plan Execution

Strategy #1: Fulfill our Mission by ensuring that students receive a rigorous academic curriculum that provides them with the essential skills needed for success in the 21st century global economy

8 Focus Areas:

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

2008-2009 Educational Program Enhancements

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- Created Curriculum Overview Committee
- Implementation of ISACS Recommendations
- Working to establish educational benchmarks
- Hired K-12 school psychologist
- Conducted study of foreign-language department
- Made connections with Oberlin College in areas of Environmental Science, Entrepreneurship, and Jazz
- Implemented new math program in Lower School

2008-2009 Educational Program Enhancements

< Focus on Academic Excellence >

- Created International Student Coordinator role
- Studied current physical education program
- Improved athletics program with hiring of full-time faculty members with coaching abilities
- Defined technological needs and continuing integration into curriculum and classrooms
- Delivered new reporting capability with Edline

Strategic Plan Execution

Strategy #2: Attract, retain and develop the best faculty and staff

- Implemented new faculty compensation system
- Doubled professional development budget
- Formalized performance evaluation process
- Conducted “Customer Service” training over summer
- Continuing to focus on building positive culture and high morale

Strategic Plan Execution

Strategy #3: Build enrollment to optimal school size over time promoting diversity, enhancing the global student program, and reducing student attrition

- Continued incentives for new families - \$2,500
- Formalized student retention process
- Provided more multi-year contracts to enhance affordability
- Penetrating best market opportunities
- Using grassroots tactics to get to targeted “niches” (Edie Sweeterman)
- Growing international students’ program

Strategic Plan Execution

Strategy #4: Develop a brand positioning platform and build awareness using integrated marketing and communications tactics

- Finalized marketing brand and new logo over summer
- Created new website to launch brand identity
- Beginning to build awareness
- Enhancing communications through vehicles such as *Encore*, *Ovation*, *Applause*, Parent Forum with Board of Directors, “State of the School” Addresses
- Providing an average of 3 press releases / week

Strategic Plan Execution

Strategy #5: Create and implement comprehensive funds development programming to meet current and future fundraising needs

- Growing fund raising events
- Building stronger relationships with donors and prospective donors
- Reconnecting with Alumni and Parents of Alumni (Mackenzie Peters)
- Growing Annual Fund
- Building endowment and planned gifts

Strategic Plan Execution

Strategy #6: Develop and manage a vibrant Board governance system that encourages strategic thoughts and actions to ensure long-term viability

- Added 3 new Board Members and continue cultivation
- Focusing on diversity
- Building succession plan and developing current Board Members
- Utilizing strong Board self-evaluation process

Strategic Plan Execution

Strategy #7: Develop relationships that are visible and mutually beneficial with the greater Cleveland communities we serve

- Continuing to build school-wide service program
- Conducted first one-day school-wide service program for start of school
- Reaching out to individuals and businesses to be good civic partners

2008 Summary

We are *investing* in:

- Enhancing our educational program
- Growing our student body
- Building financial strength
- Creating awareness and building reputation

Our *goals* are:

- Promoting each student's individual academic and personal growth to achieve his/her full potential
- Fostering a love for learning
- Providing a global education for students to meet the demands of tomorrow

Looking Forward to 2009-2010

- Constant focus on the future
- Optimistic, yet thoughtful about economic uncertainty
- We need your help to find great families for enrollment! Founders Scholarship Program provides an excellent entrée.



THANK YOU!

