

PARK strategic plan



Our Vision

Produce generations of Park graduates who are academically and socially prepared to become life-long contributors and problem solvers in their communities and organizations.



Our Mission

The Park School engages the whole student in a diverse and creative community that nurtures the joy and responsibility of active learning in all, from our youngest learners to our graduates, who leave with the skills essential to college success and the confidence to serve and lead.



Our Core Values

Academic Excellence • Respect • Responsibility
Honesty • Kindness



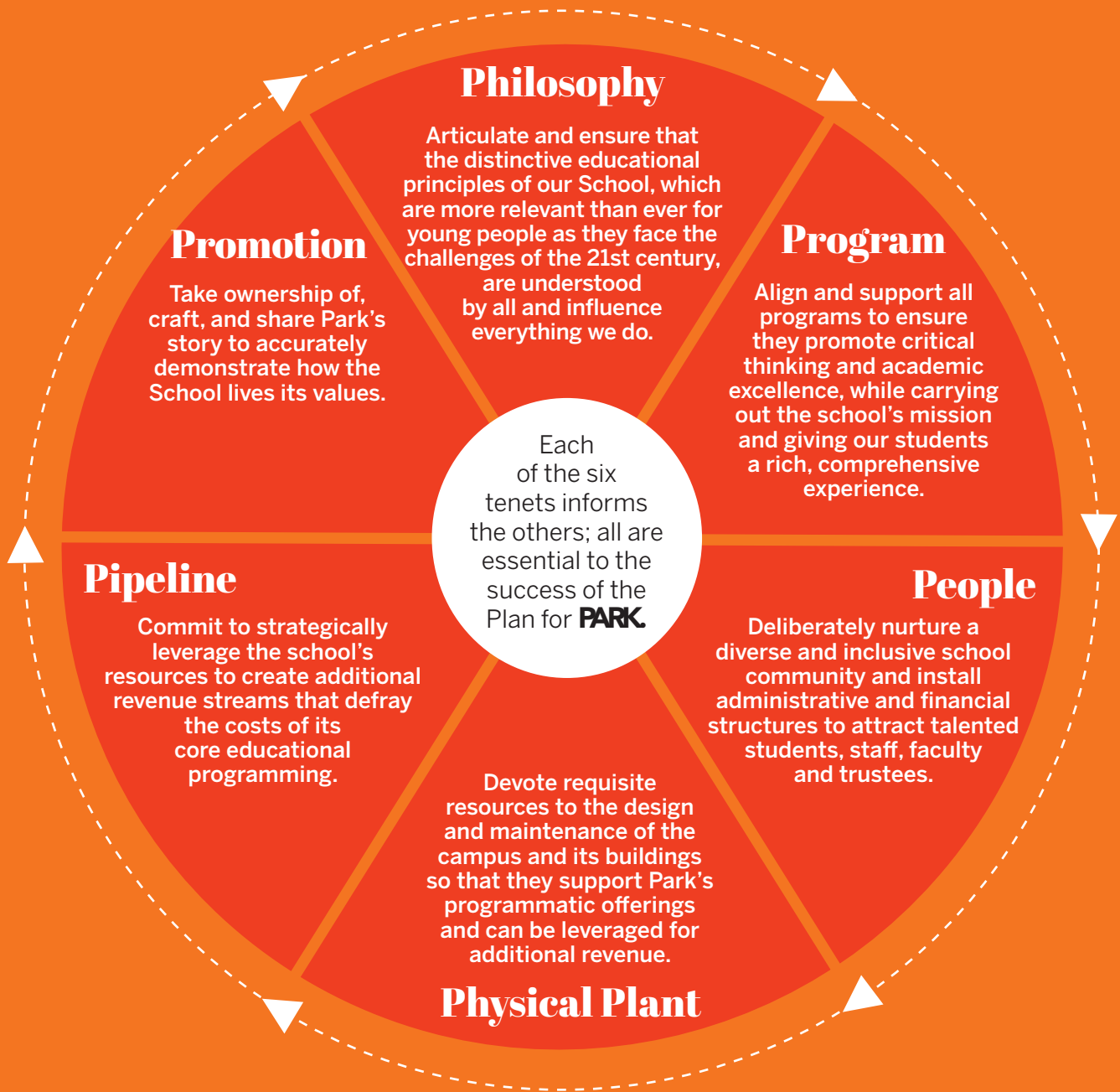


Five-Year Success Metrics:

- **Student Outcomes:** 100% of graduates accepted into and graduate from the college of their choice.
- **Enrollment:** 340 students
- **Endowment:** \$10M
- **New Revenue Streams:** \$100K annually
- **Compensation:** 5% annual salary increases for all faculty and staff.
- **Community:** Diversify our faculty and administrators.
- **Campus:** 7,000 square foot increase in instructional and performing and visual arts spaces including a central location for the Park Middle School; premier turf field; upgraded gym facilities; updated existing instructional spaces.



A Comprehensive Plan for **PARK**





PHILOSOPHY • PROGRAM • PEOPLE

Strategic Goal One:

Utilize the school's historic educational principles and practices intentionally in all that we do to deliver a distinctive education dedicated to problem posing and problem solving and maintain a community that is diverse and inclusive.

Objective One: Refine our definition of who we are as a school.

ACTION ITEMS:

- Update the mission statement to reference the school's pedagogic philosophy more explicitly.
- Emphasize the aims and goals of Park's educational program on all school collateral.
- Create a new tagline that aligns with the school's philosophy.



Objective Two: Expand and strengthen Park's role as a national and local thought leader in experiential educational practices and philosophy.

ACTION ITEMS:

- Host an annual John Dewey Workshop, open to the public and other schools.
- Annually send two faculty members to the John Dewey Society Conferences.
- Implement progressive education principles into faculty evaluations, new faculty orientation, and ongoing professional development and faculty mentoring.



Objective Three: Evaluate, align, and support the educational, recreational, and extra-curricular programs at Park to ensure they are deliberately designed to carry out the mission and follow the historic, founding principles of our School.

ACTION ITEMS:

- Create a whole-school curriculum map that shows how each grade progresses to the next and how the campus is integrated into Park's academic offerings.
- Enhance our college counseling program to expand best fit opportunities for graduating seniors.
- Expand interscholastic and intramural athletic teams and fitness and health offerings.
- Introduce training and implementation structure to use new modes of technology in the curriculum.
- Expand Upper School electives to appeal to a variety of student interests and prepare them for college-level work.
- Strengthen Middle School identity.
- Expand emotional and mental health training and support capacity for students and faculty.



Objective Four: Deliberately nurture a diverse and inclusive school community.

ACTION ITEMS:

- Address tuition affordability to increase access.
- Plan and execute strategies for purposeful alumni engagement.
- Adjust staff and faculty salaries so that they are competitive with local public and private schools. Add additional incentives such as childcare and lunch.
- Implement comprehensive Diversity, Equity, Inclusion, and Belonging plans to support the whole child development in an equitable and inclusive environment.
- Create structures for cross-divisional faculty engagement.
- Recruit, support, and retain staff from diverse backgrounds, emphasizing those from racial/ethnic communities which have been historically marginalized.





PHYSICAL PLANT

Strategic Goal Two:

Fully utilize Park's 34-acre campus as an integral component of our educational mission.



Objective One: Commit substantial resources to the design and maintenance of our campus as a complex of instructional settings aligned with the scope and sequence of the educational and extra-curricular programs.

ACTION ITEMS:

- Increase maintenance staff to three full-time members.
- Increase annual maintenance and cleaning budget to ensure aesthetics, functionality, and hygiene of buildings.
- Retain expert landscaper to maintain gardens, pond, and meadows.
- Retain architectural firm to design performing and visual arts spaces, new classrooms, and renovation of Hamlin Hall.
- Leverage and enhance existing capacity of two gyms, tennis courts, and soccer fields to increase sports offerings and rental capacity.
- Commence strategic plant upgrade and renovation projects





PIPELINE • PROMOTION

Strategic Goal Three:

Ensure sustainability.



Objective One: Create a sustainable business model for Park to ensure the school's financial stability now and in the future.

ACTION ITEMS:

- Develop a Comprehensive Campaign based on the goals of this plan to increase the school's endowment to \$10 million and raise funds to implement strategic plant upgrades and additions.
- Strategically leverage Park's resources to create additional revenue streams to defray the costs of its core educational programming – including but not limited to public school, wedding venue, and soccer organization partnerships, and a basketball Post-Graduate year.

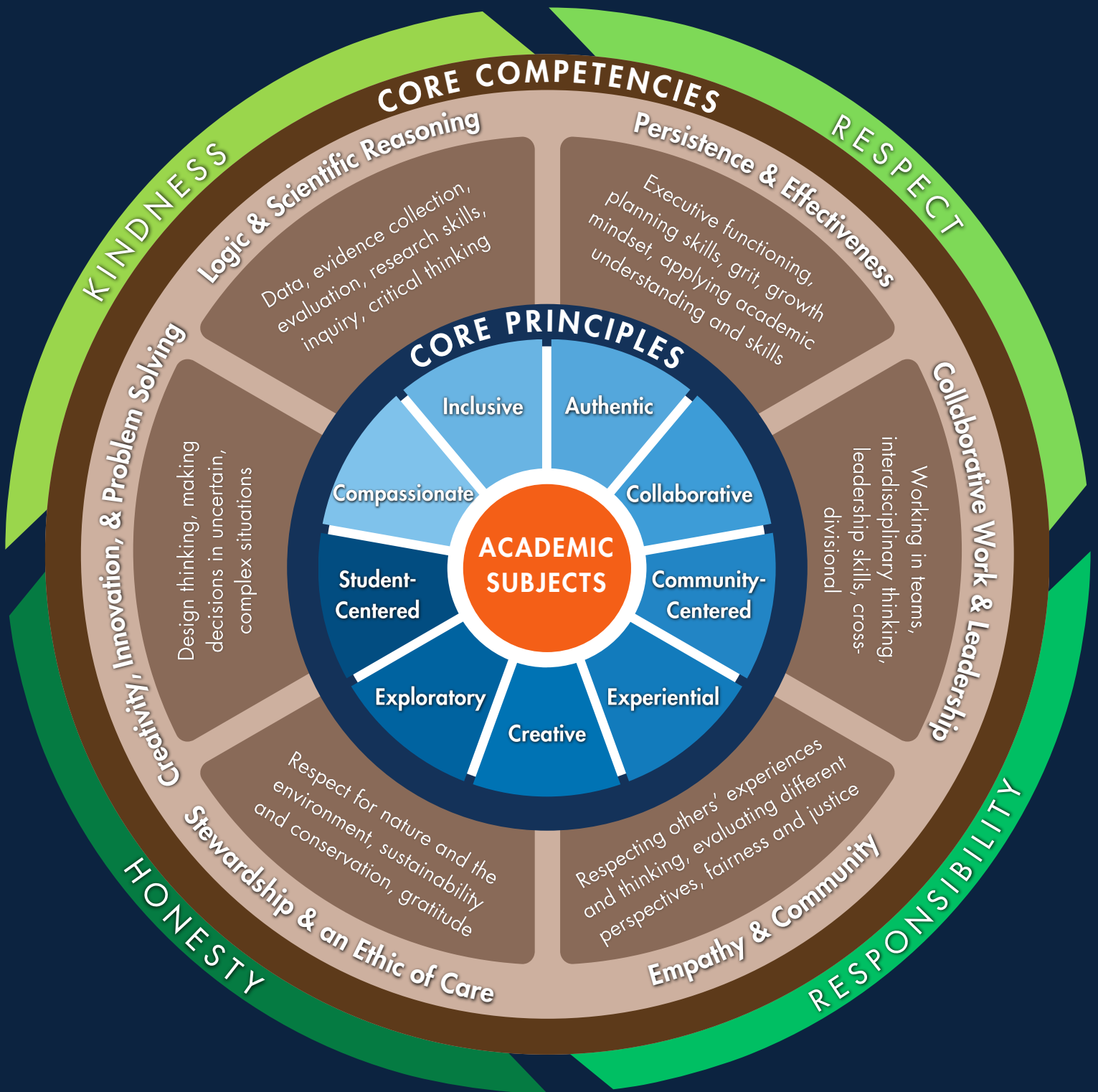


Objective Two: Proudly promote our unique brand in order to become synonymous with educational excellence and innovation, producing organizational sustainability and impactful outcomes for our students.

ACTION ITEMS:

- Promote the Strategic Plan and report on progress to all Park constituencies as well as the Western New York community.
- Enhance our marketing and communications efforts to include updating the school's website, creating new marketing materials, producing a promotional Park video, and continuing to refine messaging using data and social media strategies.





Providing a rich, meaningful, varied and challenging educational experience for all students.