



**Liberty Christian
Academy**

Strategic Plan

(2013-2018)



LCA HISTORY

Liberty Christian Academy was founded by Dr. Jerry Falwell and Dr. A. Pierre Guillermin as part of a larger vision, in which a child would be educated in a Christian preschool, and continue to receive a Biblically-based quality education throughout the university and post-graduate levels. This dream has been fulfilled in the Early Learning Center, Liberty Christian Academy, and Liberty University.

As envisioned by Dr. Jerry Falwell, Thomas Road Baptist Church, the Early Learning Center, Liberty Christian Academy, and Liberty University are located on adjoining property on Candler's Mountain. This vision has been accomplished and now LCA looks for opportunities to become more stable financially and expand in order to reach more people. Liberty Christian Academy will celebrate its 50th year in 2017.

LCA MISSION STATEMENT

Liberty Christian Academy exists to support parents and guardians in their Biblical responsibility to nurture and train their children. Thus, LCA provides opportunities which allow students to realize their God-given potential and to live lives that glorify God in the spiritual, academic, social, physical and vocational realms.

LCA VISION STATEMENT

Liberty Christian Academy seeks to lead students to faith in Jesus Christ and to develop young men and women who adhere to a Christian worldview, prepared to participate as Godly members of home, church, and society.

LIBERTY CHRISTIAN ACADEMY CORE VALUES

1. Commitment to Scripture
2. Culture of Prayer
3. Lifestyle of Worship
4. Connection to Community
5. Heart of Serving
6. Passion for Excellence



April 15, 2013

Bulldog Nation,

Scripture encourages Christians to carefully plan, commit our ways to the Lord, and depend on God to help us accomplish our goals.

“Unless the Lord builds the house, its builders labor in vain. Unless the Lord watches over the city, the watchmen stand guard in vain.” (Psalm 127:1)

“In his heart a man plans his course, but the Lord determines his steps.” (Proverbs 16:9)

This strategic planning document reflects the plans of the Liberty Christian Academy Superintendent and School Board over the next five years. After prayer, reflection, and discussion, we have formulated eight goals, each having specific objectives. We have set the bar high and desire to meet these significant accomplishments. We also realize that we desperately need God’s help, otherwise we labor in vain. We seek to be faithful stewards of the school God has entrusted to us, Liberty Christian Academy.

We are committed to remaining faithful to our mission, vision, and core values. We anticipate the many amazing things we will see God accomplish through our graduates in the years to come.

Go Bulldogs,

*John Patterson
Superintendent, Liberty Christian Academy*



STRATEGIC GOALS

Goal 1: Spiritual Climate

Goal 2: Faculty and Staff

Goal 3: Academic Program

Goal 4: Financial Health

Goal 5: Student Enrollment

Goal 6: Student Activities

Goal 7: Facilities

Goal 8: School Board and Superintendent



STRATEGIC GOAL #1: SPIRITUAL CLIMATE

Maintain our focus on Jesus Christ so that He remains the center of all we do.

Objectives

- establish a strong Biblical studies curriculum and philosophy that teaches the truths of the Bible and God's redemptive plan through understanding and the tangible application of God's Word.
- build a strong chapel program that involves LCA faculty and staff, local church leaders, Liberty University Convocation speakers, dynamic worship music, and passionate prayer.
- develop and implement a small group program that will take place one Thursday each month to replace large group chapel.
- teach each subject from a distinctively Christian discipleship perspective.
- help students form a Christian discipleship worldview where they learn to read, listen, think, and communicate as Christian disciples in all areas of life.
- continue to focus on a strong relationship with Thomas Road Baptist Church.



STRATEGIC GOAL #2: FACULTY AND STAFF

Retain, hire, and develop outstanding teachers

Objectives

- offer competitive salaries and benefits to faculty and staff.
- retain and recruit well-trained and state certified faculty and staff.
- enable faculty to continuously grow through professional development opportunities.
- continued emphasis on higher level education at Liberty University.
- consistent focus on staff morale.
- persistent effort on faculty and staff formal and informal observations focused on student engagement that provides candid feedback for re-enforcement and growth to the instructor.
- offer merit bonuses and public recognition when available or applicable to build TEAM spirit and a feeling of value.
- empower teachers in decision-making processes of the Academy.
- continue the Staff Leadership Forum held each month for principals, department chairs, lead teachers, and identified leaders.



STRATEGIC GOAL #3: ACADEMIC PROGRAM

Provide an excellent academic program.

Objectives

- achieve joint re-accreditation through the Association of Christian Schools International (ACSI), AdvancED (formerly the Southern Association of Colleges and Schools (SACS), and remain recognized by the State of Virginia Department of Education.
- stay ahead of the mean with regards to technology (to include smart boards, tablets, projectors, document cameras, clickers, and other technological advancements).
- hire a third member of the Information Technology TEAM (ITRT) to focus on deployment and research of tablets.
- remain strong in our elective opportunities with a focus on our Fine Arts Programs (art, music, drama).
- remain strong in our vocational program focusing on the relationship with Virginia Technological Institute (VTI).
- cyclically review all curriculum areas every five years.
- continue to hire the highest caliber of state certified instructors.
- continue effort to discover support programs to assist students in areas of math and reading.
- continue to focus on "out of school" academic programs to include Education City and Accelerated Reader.
- continue emphasis on STEM and LEGO programs.
- Design and implement an academic accountability plan for struggling students.



STRATEGIC GOAL #4: FINANCIAL HEALTH

Strengthen the Academy's financial health

Objectives

- meet all basic financial needs through tuition and fees.
- establish a plan for limited, yet strategic fundraising to meet specific needs, such as building projects, technology, or financial aid.
- offer generous financial aid to families demonstrating financial need.
- maintain a cash reserve.
- establish a quasi-endowment fund of \$1.8 million by 2018.



STRATEGIC GOAL #5: STUDENT ENROLLMENT

Increase student enrollment

Objectives

- maintain our focus on the product (environment focused on the characteristics of Christ, extraordinary instruction and academic program, cutting-edge technology, outstanding extra-curricular programs, wealth of opportunities).
- sustain marketing focus on re-enrolling current LCA families at 95% each year.
- effectively promote the school to families in Lynchburg, the surrounding counties, and across the country through strategic marketing and events.
- maintain effective and efficient website.
- continue emphasis on communication with current families.
- continue development of summer athletic camps, fine arts camps, and summer programs.
- marketing focus on surrounding private elementary schools in Central Virginia.
- Superintendent continues to build relationships with local pastors.



STRATEGIC GOAL #6: STUDENT ACTIVITIES

Expand our student activities to enhance the school experience for students

Objectives

- continue excellence in athletics and fine arts programs.
- continue emphasis on adding extra-curricular programs.
- continue to focus on after school clubs to reach the interests of more students.
- continue the student leadership forum once per semester for students identified as leaders.
- create an after school program for middle and high school students that provides students a wealth of different activities (modeled off elementary summer care program).
- continue the senior retreat to promote class unity.



STRATEGIC GOAL #7: FACILITIES

Continued vision on expansion and maintenance of facilities

Objectives

- continue attention to cleanliness and maintenance of the Liberty Christian Academy facilities.
- concentration on school security with addition of concealed carriers, internal first response TEAM, and custom intrusion
- add additional classrooms.
- develop a plan to add a boarding component to Liberty Christian Academy.
- develop a plan to create a football stadium with an outdoor track on the lower fields.
- complete the LCA drama facility.



STANDARD #8: SCHOOL BOARD AND SUPERINTENDENT

Refine the purpose and function of the Superintendent with relation to the School Board

Objectives

- ensure the Superintendent and School Board remain faithful to the Academy's mission, vision, and values.
- practice policy governance.
- continue bi-monthly communication with the board via the "Superintendent's Friday Letter."
- develop a LCA Guidance Board composed of three members and the LCA Superintendent that meets on a quarterly basis.