









Camping







Climbing









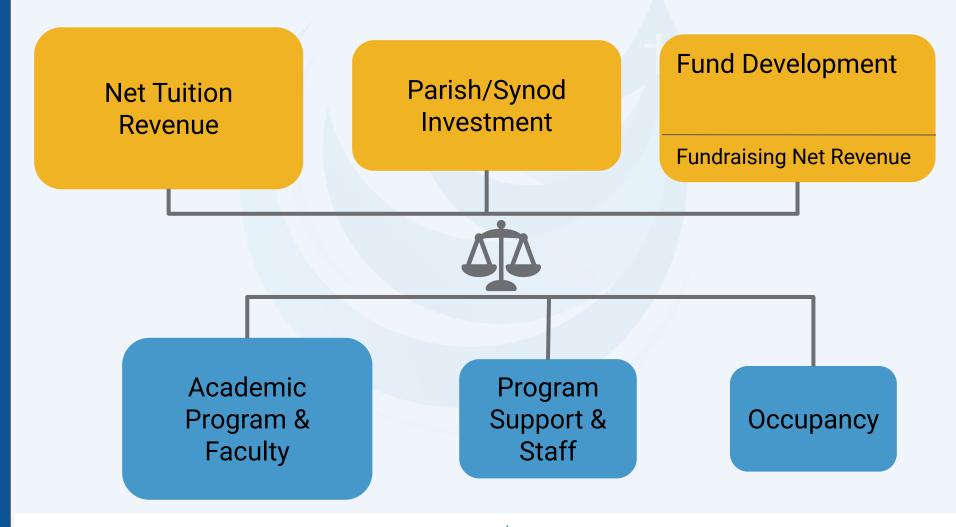






Sources & Uses







**TED**Ed

THE MYTH OF THE BOILING FR(O)G



#### Managing Decline





**Enrollment MISSES Budget** 



**Further Weakening of** Perceived Value



**Deferred Maintenance** Grows, Personnel Cuts, **Episodic Resignations** 



Reduced Enrollment, **Greater Discounts** 





**Deficits and Fear** Weaken Perceived Value









#### **Managing Growth**





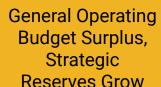
Enrollment EXCEEDS
Budget



Continue to Strengthen Reputation, Increased Programmatic Diversity



Retention and Acquisition of Strong Talent, Continued Strategic Investment





Surplus and New Programs Strengthen Perceived Value



Enrollment Grows, Fewer Discounts









## Why? Why Us? Why Now?



## Why?





- What is our vision?
- What are our core values?
- What are we attempting to do?



## Why?

#### What is our "There"?



<b>Objectives</b>	Goals	Strategies
Academic Excellence	Goal 1	Strategy 1
		Strategy 2
	Goal 2	Strategy 3
	Goal 3	Strategy 4
	Goal 3	Strategy 5
Student Faith (Values)	Goal 4	Strategy 6
	<b>—</b>	Strategy 7
	Goal 5	Strategy 8
		Strategy 9
	Goal 6	Strategy 10
Exceptional Staff	Goal 7	Strategy 11
		Strategy 12
	Goal 8	Strategy 13
		Strategy 14
	Goal 9	Strategy 15
Great Facilities		Strategy 16
	Goal 10	Strategy 17
		Strategy 18
	0.144	Strategy 19
Financial	Goal 11	Strategy 20
Stability	Goal 12	Strategy 21
(Interdependence)		Strategy 22
	Goal 13	Strategy 23





## Why Us?





- Who do we serve?
- How do we serve them better than other organizations do?





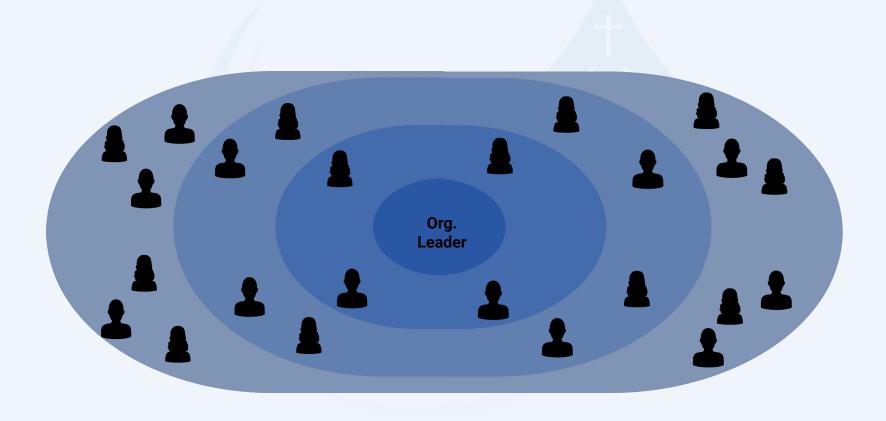








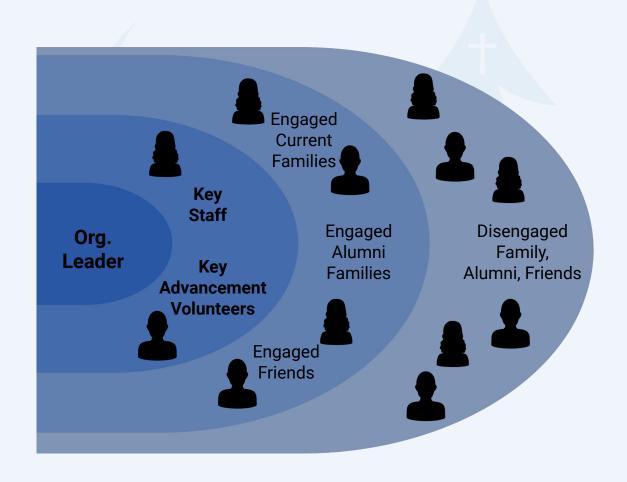








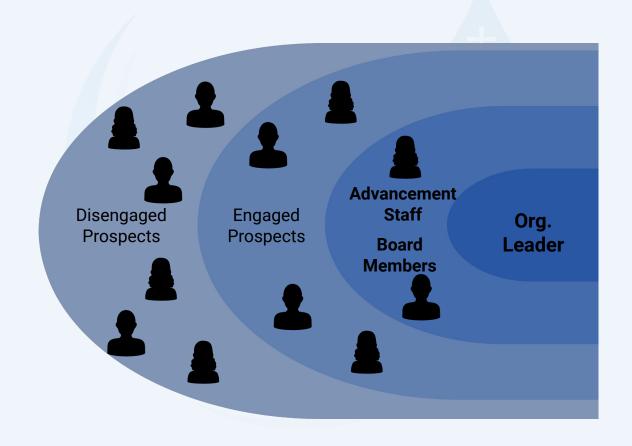








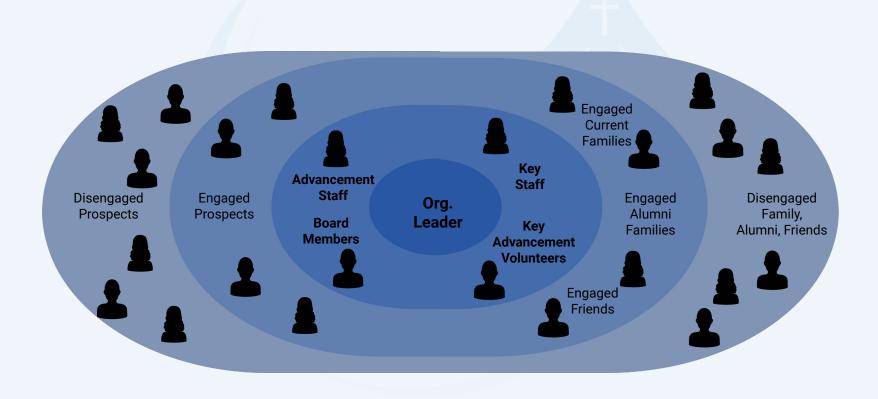














#### Persona





"Decision" Dad Dan

School Mom Sue

**Guiding Grandma Gertrud** 

Legacy Grandpa Larry

Diligent Student Daisy









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#### **Define Your Ideal Family**

Multigenerational Family

<u>Grandparents Live Nearby</u>

Occupation
Salary
Full-Time Sales Direct

Full-Time Sales Director \$175,000/year Live 5 Miles from Your School

Marital Status

<u>Grandparents Live</u>

Salary
Full-Time Accountant

Occupation

\$55,000/year

Church Activity

Retired with a Federal Pension

Retirement Status

Fixed Income

\$22,000/year

Active in Your Congregation

Grade

Rising 1st Grader

Interest

Cub Scout

Grade

Rising 3rd Grader

Interest

Loves Soccer





- What is our three-year plan?
- What is our one-year plan?
- What are our quarterly goals?



#### Uses





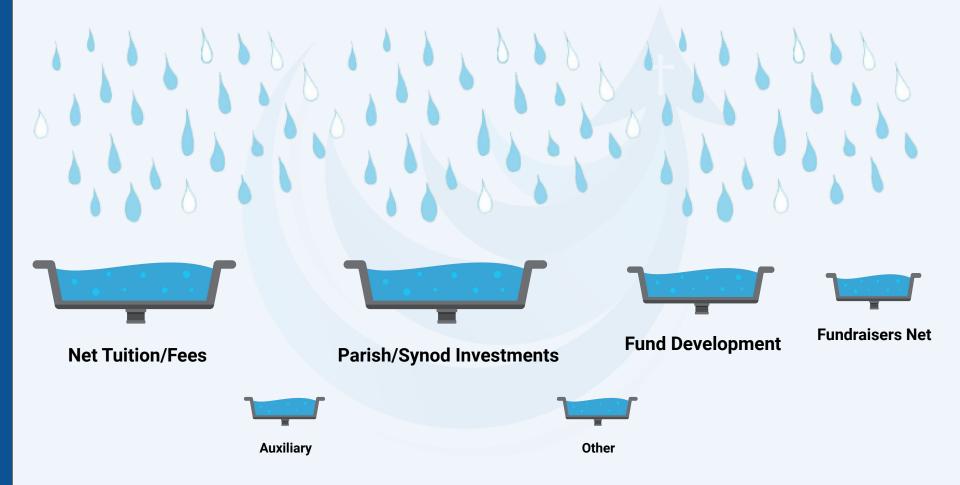
**Academic Program & Faculty** 





Sources

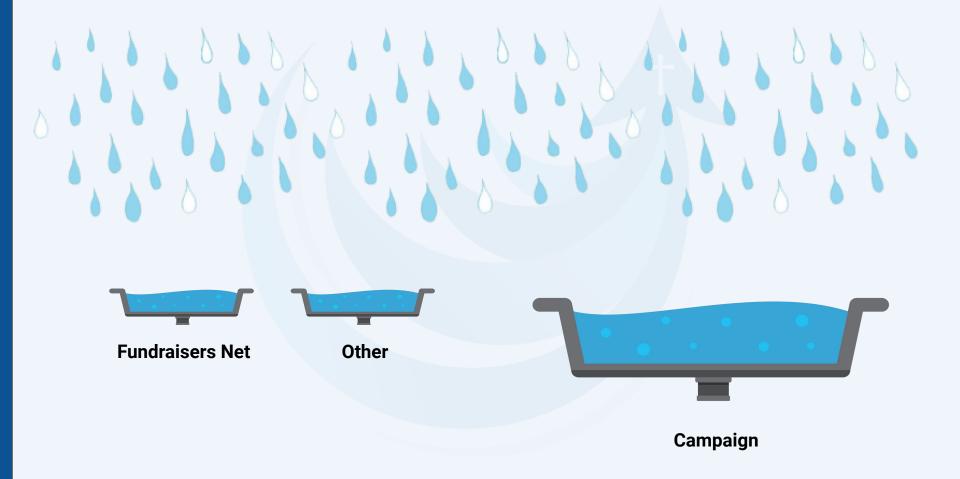






Sources









# Why Now? Fill the barrels





**Unrestricted** 



Temporarily Restricted



Permanently Restricted

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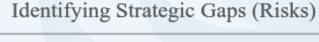
#### **Parish Investments Revenue Sources & Uses** Fund Development Auxiliary Campaign **Net Tuition/Fees** Other **Fundraisers Net** Unrestricted Temporarily Permanently Restricted Restricted Program Support & Staff Project 1 Strategy 1 Project 2 Strategy 2 Project 3 Strategy 3 Occupancy **Academic Program & Faculty**

## The Strategic Gap















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Why Now?

## **Building Your Case for Support**

**GUIDING QUESTIONS** 

- What is our vision?
- What are our core values?
- What are we attempting to do?

Who do we serve?

Why?

 How do we serve them better than other organizations do? Why Us?

- · What is our three-year plan?
- What is our one-year plan?
- What are our quarterly goals?



# Keep Your Strategy in Shipshape



















## **Keeping Your Strategy in Shipshape**





headmaster

Integrator chief of staff

- Establishes Value
- Sets Strategic Vision

#### Manages Team

Holds Team Accountable

#### Advancement

- **Identifies Potential Students**
- Manages fundraising efforts

#### **Programming**

**Delivers Exceptional** Learning Experience

#### Administration

- Manages Cash Flow
- Executes HR, Legal, IT and Accounting







## **Keeping Your Strategy in Shipshape**

**Decisions** 





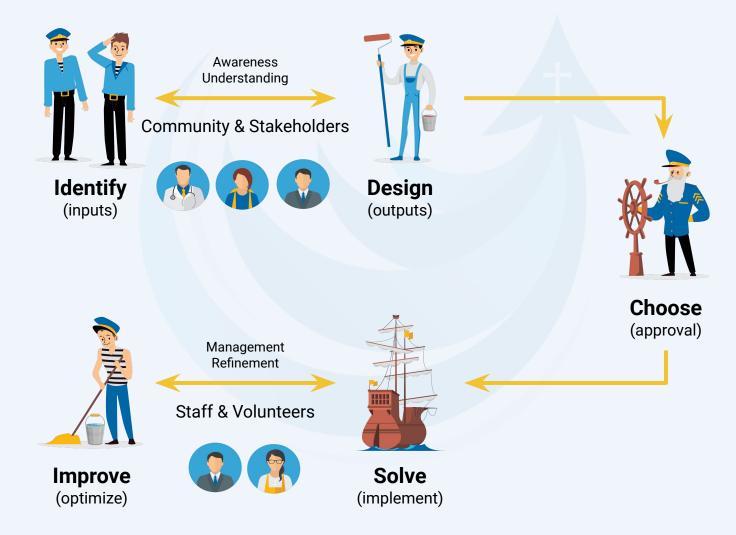




## **Keeping Your Strategy in Shipshape**

#### **Decisions**











#### **Keep Your Advancement Strategy in Shipshape**

**Developing Standard Operating Procedures** 





Community & Stakeholders

























Solve (implement)







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