



STRATEGIC PLAN 2008 - 2013

II. MARKETING, ADMISSIONS, PARENTS, DEVELOPMENT

A. MARKETING AND PR: BRANDING EBI'S PROGRAM

Situation Analysis

EBI's program melds the many benefits of bilingualism with the implementation of the well-rounded, internationally-recognized, IB Primary Years Program.

Objective

To highlight EBI's uniqueness and promise of excellence through the adoption of the established IB education model.

Target/Goal

1. To include explicit material in EBI's marketing documents extolling the multiple benefits of bi-literate bilingualism and the strengths of the PYP.

B. ADMISSIONS: ATTRACTING A FINANCIALLY-DIVERSE APPLICANT POOL

Situation Analysis

EBI has an aggressive financial aid program that allocates 10 to 12 percent of revenues to financial aid awards each year, providing 25 percent of families with financial aid. However, a disproportionate number of applicants to the school need financial aid in order to attend. As a result, many families in need of aid are not offered it, and therefore cannot attend the school.

Objective

Increase the percentage of applicant families who have both the ability to pay and the interest in making a financial commitment to the school, while still maintaining EBI's appeal to families for whom the cost of tuition is prohibitive by shoring up EBI's overall financial aid budget.

Target/Goal

1. Improve our appeal to families generally leaning towards independent schools.

2. Improve our value proposition to families not receiving financial aid who are comparing EBI to local public school options.
3. Ensure the sustainability of financial aid for families over the lifetime of the students' EBI careers.

C. ADMISSIONS: TRACKING AND DATA COLLECTION

Situation Analysis

EBI has a high number of inquiries that need to be fully tracked through the admissions process. In order to create an efficient admissions/sales process the collection of correct data is an instrumental piece of the success of EBI.

Objective

Ensure accurate and complete tracking of inquiries of prospective parents and departing families.

Target/Goal

1. Set up efficient data tracking and correspondence with new, current and departing families.
2. Identify clear reporting mechanisms for disseminating admissions data.

D. ADMISSIONS: INCREASING APPLICANTS AND IMPROVING RETENTION

Situation Analysis:

EBI's growth and sustainability requires retaining current students and adding qualified students and families to the school community.

Objective

To increase the number of applications for admission received each year and retain currently enrolled students, particularly those transitioning from the preschool to elementary school programs.

Target/Goal

1. Outreach to preschools, especially Spanish-speaking.
2. Outreach to Spanish-speaking, home-based daycares.
3. Target international families.
4. Enable parents to be more effective ambassadors for EBI.
5. Aggressive outreach and education programs for currently enrolled EBI mid-K students transitioning to Kindergarten.

E. PARENTS: DEVELOPING COMMUNITY IDENTITY AND INVOLVEMENT

Situation Analysis

A strong parent community is necessary to support the wellbeing of EBI and its student body. Parents play a critical role in all of the following: ensuring the culture of EBI is aligned with its mission; fundraising; adding ideas, knowledge, expertise

and creativity to the community; recruiting new families; supporting diversity; and being a key public face of EBI in the external community.

Objective

To foster a proactive and content EBI parent community that is well-aligned with and strongly supports the mission of EBI by educating families about the educational program, policies and mission of the school.

Target/Goal

1. Support the development of a strong, effective, diverse and proactive EBIPA.
2. Foster an ethic of community involvement and identity.
3. Recruit a parent body that reflects and celebrates EBI's commitment to diversity.

F. PARENTS: ESTABLISHING A TRADITION OF PHILANTHROPY AND VOLUNTEERISM

Situation Analysis

Within independent schools, parents are the single largest charitable body and the most common and effective source for funds raised above and beyond tuition and fees.. Parents who are excited about and involved in their children's school are the best spokespeople and advocates for selling an institution to the external community and prospective families. As a new school, EBI's parent body is just becoming familiar with the tradition of giving common to independent schools. EBI is in the early stages of establishing its own, unique culture of giving and a framework for soliciting the on-going parent financial and volunteer support that is essential to sustaining EBI and shoring up the school's financial future.

Objective

To instill a tradition of stewardship that will provide EBI with financial security and broad, on-going, community involvement by educating EBI families about the necessity of financial and volunteer support for the health of an independent school.

Target/Goals

1. Establish a culture of volunteerism by providing a broad range of opportunities for families of all means – both time and money – to participate and get involved.
2. Teach families about the EBI's need, as an independent school, for volunteer and financial support.
3. Give families the information and tools they need to make the case for supporting EBI to the wider community.

G. DEVELOPMENT

Situation Analysis

In order to realize its academic mission, EBI must achieve concrete financial goals. EBI currently counts on a small Board of Trustees, a group of dedicated parents/fundraising volunteers, a new Head of School, and a nascent Development

Office to meet the financial obligations necessary to provide this unique educational experience.

Objective

To shore up and expand the base of economic support for EBI.

Target/Goal

1. Replicate 100 percent parent participation in Annual Fund.
2. Achieve 100 percent staff participation in Annual Fund.
3. Continue increasing funds raised from special events.
4. Raise a significant endowment (\$5M).
5. Attract external financial support for EBI through concerted parent, faculty and community outreach.