



Hereworth Strategic Plan 2011 to 2013

Overview

'A shared vision is not an idea...it is rather, a force in people's hearts...at its simplest level, a shared vision is the answer to the question 'What do we want to create?' Peter Senge

Key Components of the Strategic Plan:

Key Components	Background	Desired Outcome
1. "Excellence - with boys in mind"	Data gathered reflected that excellence in and quality of education and teaching is the main trigger for parents enrolling their sons in schools	For staff and board to have a model of excellence in teaching and governance in place, appropriate for a boys school in today's environment
2. Increase numbers of boarders attending the school	The boarding house has had a decline in boarding numbers.	To have a base number of at least 35 boarders
3. Increase numbers of day boys attending the school	Data gathered indicates the most likely source of an increase in roll numbers will come from dayboys	A minimum roll of 240 boys

4. Future Fund Development	The school needs to build strong links with its Old Boys and the greater school community to help secure its financial future	Employ a Foundation Development Manager to facilitate the building of relationships and increasing the 'Future Fund'
5. Capital Development and Maintenance	The school needs to continue to be maintained and developed to be optimally functioning and safe	Maintenance items identified are attended to as and when necessary Development of a plan to upgrade/build a new gymnasium and/or auditorium
6. Marketing	An annual marketing plan is required to best address and target the components listed above	A well focused marketing plan is developed at the beginning of each year to best achieve key components listed above and other matters as they arise