



Moab Charter School  
Strategic Plan for 2016 - 2020

## Moab Charter School Mission Statement

The Mission of Moab Charter School is to support and challenge each child to develop critical thinking, self-direction, and their full academic and creative potential.

## Moab Charter School Vision Statement

Moab Charter School is dedicated to providing individualized education through small differentiated classes. The Utah Core Curricula guides our curriculum development, and our instructional methodologies are founded on scientifically researched methods, which address a diversity of learning styles. Every child's unique abilities are nurtured and developed through a dynamic, innovative educational experience integrating fundamental academics with science, technology, the arts, and a global perspective.

## About this Strategic Plan

The objectives in this strategic plan result from the collaboration of teachers and staff, parents, board members, and stakeholders who, working together for the good of the students and the entire school community, prioritized the needs of the school, its students and staff, and all who support it. Those priorities are itemized as individual goals addressing four main areas: Academics and Arts, Finance, Facilities, and Outreach. The Board of Trustees of Moab Charter School thank all those involved in the development of this plan for their time, input, and insight. It is with this acknowledgment of the effort and dedication of many, that we envision and prepare for the future of Moab Charter School; which has become, and will continue to be, a valued educational option for the families of Moab.

## Academics and Arts

### **Faculty and Staff Mentoring**

Objective: To provide faculty and staff with the mentoring needed and required by law; creating a structured system of collegial guidance and professional support.

Year One: Develop a Mentoring Plan and provide all teachers who require one, a qualified mentor.

Year Three: Hire one additional mentor, bringing the total to four.

Year Five: Maintain the system put in place, making any necessary adjustments, as determined by the faculty and staff, the director, and the board.

### **Staffing**

Objective: To hire, support, and retain the staff needed to maintain the level of excellence in teaching at Moab Charter School.

Year One: Assess the staffing needs of the school and its programs.

Year Three: Hire two full-time and one half-time aides dedicated to the SPED and Intervention programs.

Year Five: Hire an assistant director/coach.

Objective: To reach and then to maintain a faculty retention rate of 80%.

Year One: Review the Employee Salary Schedule and make any changes necessary to ensure that it is fair, competitive, and in alignment with the budget.

Year Three: Review the Employee Benefits Package and make any changes necessary to ensure that it is fair, competitive, and in alignment with the budget.

Year Five: Maintain the compensation systems put in place, making any necessary changes determined by the employees, the director, and the board.

### **Technology**

Objective: To provide faculty, staff, and students with the classroom, office, and professional technology required for document security, nimble and innovative instruction, and improved productivity.

Year One: Purchase 25 new classroom computers.

Year Three: Purchase 1 Cow, 9 new faculty laptops, 2 new administrative computers, and 6 new iPads or other tablets for classroom use.

Year Five: Purchase 1 new Pilot Smartboard for faculty use.

## **Visual Arts and Music**

Objective: To support and strengthen the visual and musical arts at Moab Charter School.

Year One: Provide curriculum planning, mentoring, classroom management guidance, and professional development to the visual arts and music faculty; provide regular performance evaluations based on state educator standards with the follow-up and support inherent in the director-employee relationship. Develop a plan for a dedicated art/music space which includes kiln use.

Year Three: Have a new art/music room ready to use.

Year Five: Maintain the improvements and support put in place, making adjustments as determined by the faculty, the director, and the board.

## Facilities

Objective: To ensure the Moab Charter School campus is a safe, accessible, and comfortable space for its students, employees, families and guests through systemic and regular inspection, maintenance and repair, and upgrades required to meet the needs of our stakeholders, and to ensure constant compliance with local, state, and federal codes and regulations.

Year One: Make the necessary repairs to the classroom and office ramps, create a campus-wide and comprehensive inventory, conduct inspections of all portable classroom buildings which includes an assessment of the projected life span of all air conditioning and HVAC units. Create a maintenance and replacement plan for the air conditioning and HVAC units campus-wide. Conduct a feasibility study of properties currently owned by MCS to determine if and how they could be transformed for other uses. Develop a plan for a dedicated art/music space which includes kiln use. Install a permanent school sign at the front of the campus.

Year Three: Have permanent ramps made of either metal or concrete in place and ready to use, create a staff lounge, have an air conditioner and HVAC replacement timeline in use, develop an assessment of, and a plan for, campus expansion. Have a new art/music room ready to use.

Year Five: Have an expanded campus ready to use.

## Finance

Objective: To maintain and improve the financial health of Moab Charter School.

Year One: Assess the current and future projected financial needs of the school and determine whether a capital campaign is warranted for campus expansion specifically. Determine how much capital must be raised for specific campus expansion projects, and create a capital campaign committee to lead this effort.

Year Three: Have a capital campaign fully engaged and actively raising funds.

Year Five: Use the funds raised by the capital campaign to build or acquire buildings for campus expansion.

## Outreach

### **Marketing**

Objective: To effectively communicate with the public all that Moab Charter School offers.

Year One: Launch a marketing campaign which canvasses not only the local newspapers with ads, upcoming MCS events, and interviews, but also social media, radio, and public engagement and events such as campus tours, volunteering in the community, and open houses. Engage the homeschool community to explore the feasibility of partial enrollment.

Year Three: Explore new avenues of advertising and public outreach, engaging in those that will reach the most potential new stakeholders in the most efficient and cost-effective way.

Year Five: Maintain a constant and always positive public presence, navigating new advertising media as they arise with deft agility.

### **Enrollment**

Objective: To increase student enrollment by 5% each year until each class is at full capacity; then to maintain full enrollment in perpetuity.

Year One: Increase enrollment by 5%, as measured by the October 1 headcount.

Year Three: Increase enrollment by a further 5% from the previous year, as measured by the October 1 headcount.

Year Five: Reach full school-wide enrollment, as measured by the October 1 headcount.

### **Parent Council**

Objective: To strengthen and support an active and engaged Parent Council through recruitment, events, better organization, and a stronger system of leadership and continuity.

Year One: Assess the weaknesses, strengths, and needs of the Parent Council, and determine how best to address them. Work with current Parent Council leadership to review and define, if needed, the role of the Parent Council at MCS. Involve Parent Council into most, if not all, school events, both internal, and in the community at large. Make recruitment and retention of parent volunteers a priority, supporting that effort whenever possible. Have teachers track parent volunteer hours in their classrooms and on field trips. Work with Parent Council to put in place systems that make it easy for volunteers to stay informed about volunteer

opportunities, classroom needs, and tracking their hours of work outside the classroom.

Year Three: Continue advancing and supporting the efforts of the Parent Council, collaborating whenever possible on its small-scale fundraisers, and advertising school events.

Year Five: Have a vibrant and actively engaged Parent Council at Moab Charter School with many volunteers, involved in almost every aspect of daily life at the school.

## Conclusion

Moab Charter School is a small, close-knit community of families, teachers and staff, board and community members. We are siblings and grandparents, friends, colleagues, and neighbors. For us, school isn't limited by the size of our campus because we walk to the public library and the Youth Garden Project. We get dirty in the Parks, hang our artwork at the co-op, and sometimes have PE at the city ball field. For us, learning isn't confined to the school day, or even to the school year, because the same community of parent volunteers we see in the classrooms also teach and help out with the Beacon After School Program which so many kids attend and enjoy. It's those same faces we see at games and recitals coaching and cheering; at the store, on the river. We are lucky because, for us, our school community *is* our community. This plan embodies more than just a list of practical objectives. It represents the promise of Moab Charter School and all its people; big and small. With this document, we honor the community we serve through deliberate forethought and planning, and diligent governance—thus ensuring the continued strength and growth of our school.

The guiding star of this strategic plan is to nurture and listen to our school community—to ensure its future and the future success of all its members. To that end, the strategic plan will be reviewed every year, to assess the progress made and to take any action needed to keep our promises. We will also perform yearly employee and parent satisfaction surveys to get input from those whose voices matter most to the health and success of any school, the families and the teachers. All who are interested, concerned, or excited by what they see happening at Moab Charter School are encouraged to get involved. Please contact Director James Lewis for more information.

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