Brickton
MONTESSORI SCHOOL

Inspiring learners 3 months through 8th grade

STRATEGIC PLAN
2022-2027




FIRE











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Dear Brickton families and friends,

Brickton Montessori School is proud to share our roadmap to success through our updated strategic plan. This strategic plan is a critical next step in our continuous pursuit of excellence through improvement, innovation, and adaptation, while holding on to what has made Brickton the vibrant learning community it is today. Our day-to-day activities are guided by our focus on the future. Through these focused efforts, Brickton will continue to prepare our children to succeed in a world that has yet to be created.

Brickton remains dedicated to a time-tested, evidence-based Montessori educational philosophy. Our mission as well as our core values and beliefs inform our daily work as well as our major decision making. The strategic plan was guided by the findings of our recently completed re-accreditation process with both the American Montessori Society (AMS) and the Independent Schools Association of the Central States (ISACS).

Our strategic plan revolves around five key areas that will help us reach this vision:

- Outstanding Education
- Effective Learning Environments
- Nurturing Community
- Building Awareness of Brickton
- Financial Discipline

This collective work is the shared vision of Brickton Montessori's invested staff, parents, community members, and alumni. Over the next five years, it is the priority of school leadership and the Brickton Board of Directors to see these goals come to fruition. With this plan, Brickton strives to be the independent school of choice in our surrounding community by delivering quality, authentic Montessori education through a responsive, wholistic teaching approach, instilling self-advocacy and interpersonal skills in our students, and creating sustained operational excellence. We look forward to working collaboratively with you as we build an exciting future for all of our children.

Sincerely,

Jessica Haycraft
President, Board of Directors

Erica Lane
Head of School

GOAL 1

OUTSTANDING EDUCATION

Provide a Montessori educational experience that inspires and engages students to become lifelong learners while providing a comprehensive academic, social and emotional curriculum that meets each individual's educational needs.

We believe the core tenets of the Montessori pedagogy provide an excellent framework for academics as well as supporting the physical, social and emotional growth for each student to reach her or his maximum potential. As a scientist, Dr. Montessori believed in observation to determine student needs, and innovation and refinement to meet those needs. We live that belief every day at Brickton as we continue to scan the broader educational landscape to incorporate best practices that forward the mission of the school.

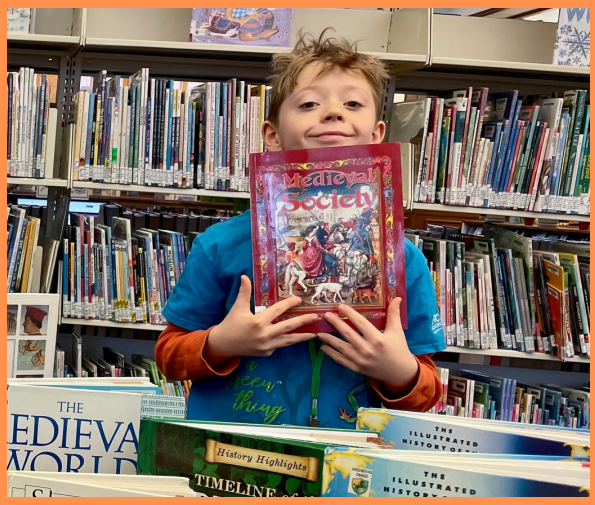
Objective 1
Continue to provide academic, social, and emotional education to prepare the whole child for life and the world.

Objective 2
Ensure students are prepared to transition to the next level of education (internal and external).

Objective 3
Recruit, train, and retain a mission-driven and talented faculty and staff.

Objective 4
Maintain accreditation through AMS and ISACS.

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Medieval Society
THE
History Highlights
TIMELINE
THE ILLUSTRATED HISTORY OF











GOAL 2

EFFECTIVE LEARNING ENVIRONMENTS

Ensure Brickton's learning spaces provide a supportive Montessori educational environment and opportunity for the community to come together.

For Brickton to deliver a Montessori education that inspires lifelong learning, our facility must offer an inviting and supportive environment. We continue to work diligently to maximize the potential of our facility. In doing so, we must also ensure that our students have access to top quality traditional Montessori materials as well as ever-changing technology that is critical to success in the 21st century.

Brickton will continue to explore opportunities to relocate to a new facility over the time period of this strategic plan. Feasibility studies are being conducted to determine the best next steps toward finding a potential new space that remains central to where current families reside, as well as a larger common space for community gatherings and gross motor activities, dedicated art and science spaces, and improved outdoor areas.

Objective 1
Ensure the proper educational materials and technology are available to all programs and classrooms.

Objective 2
Beautify and maintain the current facility.

Objective 3
Conduct a facility search within the current geographic area and ensure that Brickton is ready and able to execute a move when an appropriate opportunity is identified.

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GOAL 3

NURTURING COMMUNITY

Build and strengthen connections between all school stakeholders to support a vibrant school community.

As Brickton families come from numerous locations throughout the city and suburbs, creating a sense of community must be a deliberate consideration.

A strong sense of community and connection will not only support the social-emotional needs of the students, but has the potential to influence other strategic goals such as the retention of students and gifting. It will also create a vibrant climate with opportunities for students from diverse backgrounds to form relationships and work in an inclusive environment.

Objective 1
Develop opportunities for families to engage with staff, board, and alumni.

Objective 2
Establish Parent Alliance leadership to strengthen the structures for family involvement.

Objective 3
Provide opportunities for understanding of Montessori/Brickton's educational philosophy to the community.

Objective 4
Maintain an inclusive student body that welcomes diversity and celebrates differences.

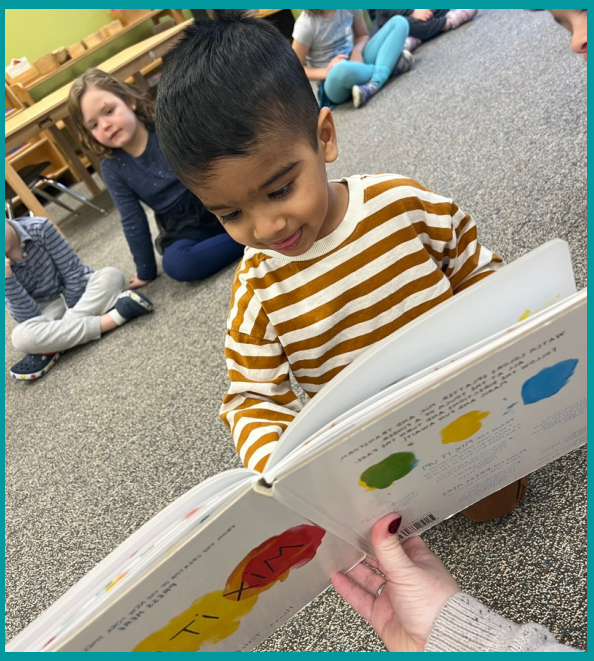
Objective 5
Maintain a connection to alumni through various communications and events.

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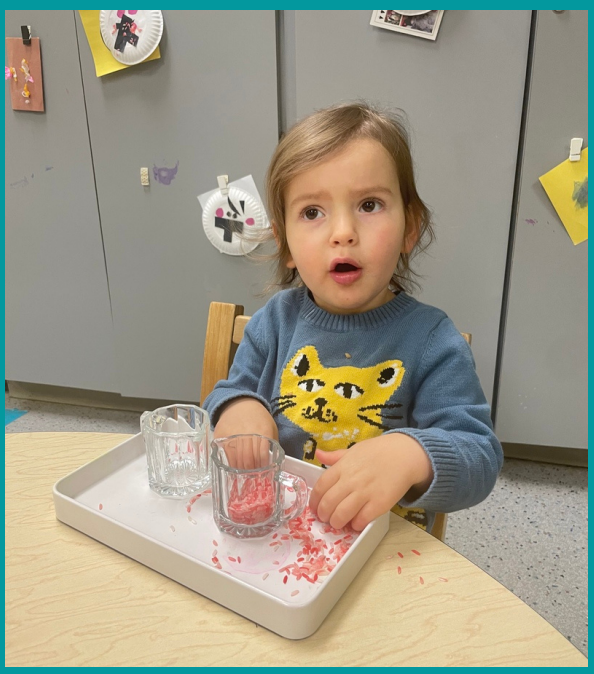












GOAL 4

BUILDING AWARENESS OF BRICKTON

Develop a strategic approach to marketing that leads to stable, full enrollment with a waitpool every year.

A growing and diverse enrollment is critical to Brickton's ability to provide an outstanding Montessori education and social experience.

Brickton will be known as the school of choice in our extended neighborhood. The strategic marketing plan will include both an external and internal approach.

Objective 1
Develop and implement a strategic marketing plan and brand identity that attracts new families.

Objective 2
Increase potential new family visits year over year throughout the implementation of the marketing plan.

Objective 3
Develop a retention plan for elementary levels through communication surrounding the tenets of the Montessori experience and the value of the education.

Objective 4
Inspire Brickton families to advocate for and build awareness of Brickton in their communities.

Objective 5
Create more opportunities for scholarships and financial aid in order to be affordable to a greater population of students.

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GOAL 5

FINANCIAL STABILITY

Ensure Brickton's long-term financial security.

Brickton's long-term financial security is critical to the continued success of the school. Brickton's financial discipline allows us to invest in our own success while maintaining tuition at an affordable level that is in line with similar accredited independent Montessori schools.

Our investments have been and will continue to be in areas such as: new program materials, information technology for our classrooms, professional development for our faculty, and facility improvements.

. Objective 1
Maintain tuition rates at an affordable yet competitive level through efficient operations.

Objective 2
Build funds available for long-term initiatives and strategic investments.

Objective 3
Provide an integrated governance and policy framework to effectively oversee operations and manage risk.

Objective 4
Work to secure grants and additional fundraising to increase overall budget.

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MISSION
Brickton Montessori School: A community of confident, compassionate, competent learners. Brickton Bold.

VISION
Brickton Montessori School follows the time-tested, evidence-based Montessori approach to education, honoring the child as a whole, fostering a global mindset through peace education, with a commitment to educational leadership and institutional longevity.

