



Strategic Business Plan

2019-2025

For over fifty years, Cambridge Christian School has been preparing graduates to be Christ-centred thinkers, communicators and worshippers. Our Strategic Business Plan will put CCS in a position of strong financial health while growing for the future. The following objectives are central to our plan.



Marketing Our School

We will strategically intensify promotion in churches, further engage our parents in recruitment and sharpen our marketing tools.

Increasing School Enrolment

To maximize our facilities, a season of slow targeted enrolment growth will allow us to provide Christian Education for even more families. We seek to grow the school population by 7-8 students each year with a target of 270 by 2023-2024.

Managing Facilities

We will increasingly care for and use our facilities and grounds in a stewardly way by appointing a Facilities Manager and creating short term and long term goals. Capital improvements will include roof, HVAC and classroom upgrades.



Expanding Programming

We seek to enlarge our Special Education and English Second Language Programs and investigate the potential of on-line learning.

Fostering Financial Health

Although CCS has a proud history of *balancing the books*, careful analysis reveals several points of financial concern. The school has a negative working capital and relies heavily on fundraisers and other supplementary income. Changes to the budget process will segregate tuition/operating costs and supplementary income/expenses. This will provide an accurate financial picture with the goal of tuition income fully covering operating costs plus provide a small surplus.

A Development Team will be tasked with donation goals over and above the annual existing fundraisers. Donations raised will support operations, tuition assistance, reinstating prepaid tuition and designated funds, roof and HVAC replacement, classroom upgrades and future expansion projects.

Donation Goals:



A forecasted season of tuition increases will allow us to achieve our budgetary goals while remaining competitive with local Christian schools. Tuition will increase annually by 1.6% which is an additional \$157 per year for Single Student families and \$197 per year for our Family rate. This 1.6% increase is in addition to our anticipated cost of living increases. In essence, we are entering a season of 4% tuition increases until 2024.

In Summary...

God has called us to be faithful stewards of Christian Education in the Cambridge region. As we trust in our Sovereign God to lead us, we acknowledge that a Strategic Business Plan helps us to prepare for the future. Our plan forecasts:

- ◆ tuition to cover operating costs by the year 2022/23
- ◆ increased enrolment and lower class sizes
- ◆ capital updates to current facilities by 2023/24
- ◆ a surplus revenue of 2.7% by 2024/25
- ◆ achieve 1:1 working capital by 2022/23
- ◆ additional Tuition Assistance
- ◆ additional Special Education Programming

Please Pray for:



- ◆ students to flourish academically, spiritually and socially
- ◆ God to bless the work of staff and students
- ◆ the funds to support our Strategic Business Plan
- ◆ us to be faithful stewards of Christian Education in Cambridge

For a copy of the full Strategic Business Plan, please email secretary@cambridgechristianschool.com

