



THE AVERY COONLEY SCHOOL

November 2017

Dear ACS Friends,

We continue to make great progress in Strategic Planning. Our consultant, Ian Symmonds, provided the Steering Committee with a helpful analysis of data related to our internal constituents, as well as the external market, demographic data, competitive landscape and overall trends in independent schools. With this information in hand, the Steering Committee identified 5 strategic themes or areas of focus that would be worth further exploration. These areas of focus include exploration of ways to better hone/ define/ intensify our mission, ways to expand access to and the impact of ACS in our ecosystem, ways to more crisply and accurately message and market the value of ACS both internally and externally, ways to expand our diversity and inclusion to make ACS a welcoming and diverse place for all, and ways to ensure the financial viability and sustainability of ACS. All of this thought continues at the strategic level with an eye to ensuring that ACS thrives over the long term.

Work Groups have been formed for each of the 5 areas of focus. Over the next 3-4 months the Work Groups will serve as “design teams,” so to speak, preparing proposals for consideration that would move each of these areas of focus forward. This is the big and bold thinking part of the process – many diverse ideas will be presented for consideration, however, not all of them will make their way to the final strategic plan.

In this season of gratitude, we thank you all for the many ways that you support The Avery Coonley School. Our goal throughout this strategic planning process has been to model our motto of Onwards and Upwards with the hope that ACS continues to be a welcoming beacon of learning for years to come.

Wishing all of you a very Happy Thanksgiving!

Archana Chawla and Joshua Friess
Co-Chairs of the ACS 2018 Strategic Plan