

Strategic Plan (2018-2022)



Independent

Bilingual

Weltoffen

The German International School Washington D.C. empowers students to develop into extraordinary, bilingual scholars and responsible global citizens through excellent, internationally recognized German curricula.

Objectives

Objective 1: Continue to Supplement Excellent Academic Program, particularly through enhancements in language and science programs at all grade levels

Objective 2: Improve school operations and facilities to better serve existing customers and support future growth

Objective 3: Maximize Experience of Students and Families through a variety of streamlined communications and a consistent feedback process

Objective 4: Increase Financial Stability through stable enrollment and retention, new revenue streams and long-term financial planning

Initiatives

1.1 Continuous improvements of the language program from preschool to 12th grade to meet needs of international student body, allowing students to gain necessary competence and fluency in their second language.

1.2 Proceed in extending the school's excellent science curriculum by assessing the MINT/STEM certification requirements as an opportunity to expand the science program.

1.3 Develop a program to help families coordinate experiences

2.1 Continuous quality improvement in the administration:

- Emphasize customer service, including by enhancing communications;
- Establish parameters for personnel and performance evaluations;
- Continue to provide training and support to faculty and staff;
- Foster a team oriented culture that maximizes openness and operational efficiency;
- Conserve school resources through increased efficiencies in procurement and enrollment

3.1. Introduce regular (e.g. biannual) interviews for the following target groups:

- New students and families (in their 1st year)
- Departing students and families (including those leaving after 12th grade or earlier)
- SMV annually

3.2 Steering Committee periodically to develop and evaluate surveys as needed.

3.3 Establish a strong support program for new families in Preschool and ES to help them understand how

4.1 Develop a long-term financial plan that:

- Includes a dynamic tuition policy that is fair, transparent, and predictable;
- Incorporates a need-based tuition adjustment program that is transparent, fair, and recognizes need to attract and retain local families;
- Incorporates long term financial planning, including a 3-5 year capital expenditure plan and budget.

4.2 Continue to develop a higher profile for school (including through

<p>abroad, including summer activities (especially for language support) and school year exchange programs.</p> <p>1.4 Evaluate and expand “Studien- und Berufsberatungsprogramm” in grades 9-12 (focused on continuing studies in Germany and similar jurisdictions) and commence college guidance program earlier, including in middle school grades (focused on continuing studies in U.S. and similar jurisdictions).</p> <p>1.5 Continue to maintain and enhance programs for technology use in the classroom, including through implementation of the new media concept.</p> <p>1.6 Evaluate and enhance afternoon program for elementary and upper schools.</p> <p>1.7 Continue to further develop and revise German curricula and Abitur regulations in accordance with the German authorities as needed and communicate changes.</p>	<p>processes (including on-line enrollment).</p> <p>2.2 Refurbish parts of the aging facilities to improve learning environment.</p> <p>2.3 Develop step-by-step plans to enhance facilities, including preschool, cafeteria, and playgrounds.</p> <p>2.4 Periodically review processes to ensure safety and security of students and staff with focus on prevention</p> <p>2.5 Investigate feasibility of developing German language programs within existing preschools in strategic locations to enhance recruitment.</p> <p>2.6 Review support programs, including bus, extended care, and lunch programs to look for improvements in efficiency and to maximize participation.</p> <p>2.7 Streamline Interaction between GISW and GLC, including by offering GISW students priority registration and increasing involvement of GLC students in GISW activities.</p>	<p>the school works.</p> <p>3.4 Market the GISW as a long-term option for families through:</p> <ul style="list-style-type: none"> • "In-House-Open-House" for currently enrolled families to provide information about the next steps in the GISW path. • In addition to the NEWBEEES, establish a Parent Ambassador Family Program to link long term families with children in higher grades with newer families. • Inclusion of all families to GISW info events (e.g. Transition Preschool-SES, ES-5th grade, etc.). <p>3.5 Continue improving internal and external communications by:</p> <ul style="list-style-type: none"> • Making website easier to navigate and more appealing; • Developing a Handbook including basic information about GISW; • Clarifying and communicating school governance approach and stakeholders; • Providing more Information about Curriculum in both languages; • Taking cultural differences into account in developing communications; • Enhance format of Wednesday Mail; • Explore other opportunities for improvements in communication among all school stakeholders, including through technology. 	<p>increased marketing efforts) to stabilize enrollment in the short term and achieve well-managed increases in enrollment in the long term, by focusing on the 4 Ps:</p> <ul style="list-style-type: none"> • Product: Excellent preschool program; high quality bilingual education; access to universities around the world; • Price: Demonstrated value for money; • Promotion: Target local families with young children who can develop German skills for long-term success at GISW and families with connections to German culture/language; better use of social media, website, alumni outreach; increased branding incl. through clothing/merchandise; • Placement: Consider best opportunities to promote school, including more use of Christmas Market, Oktoberfest and other events. <p>4.3 Develop a new action plan for the Herta & Hugo Müller Trust, including revisiting appropriate scope of scholarship program and allocating funding to other programs that further the acquisition of the German language.</p> <p>4.4 Continue to investigate possible new revenue streams, including strengthening fundraising and activities limited by zoning regulations.</p>
---	--	---	---

This Strategic Plan will be reviewed annually to determine progress and to consider potential amendments. The Board and School Administration will report annually to the School Society on progress towards achieving the Strategic Plan's Objectives.

