

Strategic Plan

2023 - 2028

Created by the Strategic Planning Team

April 2023

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Goal #1

1. IMPROVE EDUCATIONAL OUTCOMES FOR ALL STUDENTS

1.1. Further develop existing curricula.

- 1.1.1. Infuse all curriculum with critical level thinking skills and activities.
- 1.1.2. Develop a comprehensive cross curricular program, including curricular mapping, departmental partnerships, common planning time and student engagement.
- 1.1.3. Identify areas of growth in existing curricula.
- 1.1.4. Develop student schedules
 - 1.1.4.1. Research schedules of similar arts high schools by May 1, 2023.
 - 1.1.4.2. Review existing school class schedule to understand current state by May 1, 2023.
 - 1.1.4.3. Implement newly improved class schedules by June 1, 2023
 - 1.1.4.4. Incorporate health and wellness into the curriculum by August 1, 2023.

1.2 Analyze PDE data to create and implement a plan for success for all students.

- 1.2.1 Assess, plan, and allocate resources for Professional Development to meet curricular needs.

1.3 Create an environment that nurtures and supports the success of our students.

- 1.3.1 Create an administrative structure to oversee and support artistic programs and their success.

- 1.3.2 Expand and enhance the Charter Arts Seminar to help incoming freshman, sophomore, junior and transfer students as they acclimate to Charter Arts life.
- 1.3.3 Provide career building opportunities, including, but not limited to, internships, grant writing instruction, and mentoring.
- 1.3.4 Offer electives outside of majors.
- 1.3.5 Strive to understand students' definition of meaningful recognition to appropriately acknowledge their successes.
- 1.3.6 Foster a culture of acceptance and kindness that celebrates diversity as an important factor of each students' success.
- 1.3.7 Increase partnerships with local and national colleges and universities, including HBCU's [Historically Black Colleges and Universities] and HSI's [Hispanic Serving Institutions], to assist with college planning, career choices and post-secondary school transitions.
- 1.3.8 Increase the availability of community resources for mental health support.
- 1.3.9 Create professional development programs to assist teachers in implementing Social Emotional Learning.
- 1.3.10 Utilize community resources to help teach and reinforce skills and strategies that are inherently a part of the Arts to apply to lifelong learning and independence.
- 1.3.11 Create a culture of kindness.

Goal #2

2. IMPROVE PHYSICAL FACILITIES, CAMPUS AND TECHNOLOGY

2.1 Evaluate facility for 600 students accommodating the academic and artistic needs of students.

2.1.1 Identify specific space needs by department.

2.2 Identify existing financial resources and create structure to fund Library and Wellness Center.

2.2.1 Leverage Foundation to raise funds for capital project (understand legal ramifications).

2.3 Expand technological skills training

2.3.1 Identify and develop technology skills and opportunities for students to become digital citizens.

2.3.2 Offer content specific training for technology growth and integration within core and artistic curriculum.

2.3.3 Develop an orientation program for new faculty and staff that includes technology.

Goal #3

3. IMPROVE ORGANIZATIONAL COMMUNICATION

3.1 Increase Brand Positioning in respect to prospective students and parents across the twelve PA county region.

3.1.1 Increase targeted messaging and media specifically created for students and parents through student groups, newsletters, text messaging, email blasts, media, and social media outlets.

3.1.2 Update website with new content to match brand and marketing goals, work with the Student Ambassadors to update student messaging.

3.1.3 Communicate wealth of talent in faculty and alumni to community locally, regionally, and nationally via social media, website, etc.

3.1.4 Develop social media pages for each artistic department.

3.1.5 Explore situations which may prevent potential students from attending and find solutions to increase attendance; including, but not limited to the availability of school sponsored transportation.

3.2 Refine and rebuild the communication plan to strengthen relationships with students, parents, and the community.

3.2.1 Expanding opportunities for administration and students to build positive, meaningful interaction.

3.2.2 Provide relevant and timely updates to parents regarding students.

3.2.3 Update parent email database: gather emails at application and request often to ensure information is updated and accurate.

3.2.4 Provide guidance on “who to call for what”; include in summer packet and on the website.

3.2.5 Utilize the annual welcome package to communicate to parents.

3.2.6 Create strategies to improve household awareness of Charter Arts existence, accomplishments, and successes.

3.2.7 Expand engagement with diverse partners in the Lehigh Valley and beyond, including for master classes and guest speakers.

Goal #4

4. DEVELOP AND MAINTAIN FINANCIAL SUSTAINABILITY

4.1 Increase revenue from annual fundraising efforts.

4.1.1 Create additional events that include alumni, current students and faculty (i.e., Annual Arts Festival Celebration).

4.2 Reinvigorate and engage the Alumni Association.

4.2.1 Create and send a survey to all alumni in preparation for the 20th Anniversary celebration.

4.2.2 Create artistic events that foster ongoing relationships with alumni.

4.2.3 Develop a social media campaign for and by alumni to maintain connections with Charter Arts.

4.2.4 Identify and maintain an active alumni database.

4.3 Restore student population to 600 students who are passionate in the Arts.

4.3.1 Review audition process to create a consistent, equitable and uniformed process for all prospective students, regardless of artistic area.

4.3.2 Update how the audition process is communicated to prospective students. Use language that is more welcoming, less intimidating, and inclusive, e.g., change nomenclature to talent evaluation vs. audition.

Goal #5

5. CREATE A CULTURE THAT NURTURES AND SUPPORTS OUR FACULTY AND STAFF.

5.1 Establish a supportive environment that addresses faculty and staff changes.

5.1.1 Develop and communicate procedures for determining compensation levels, job expectations and annual salary increases.

5.2 Empower all to operate in a collaborative space.

5.3 Setup a series of on-going focus groups to better understand staff concerns for productive discussion, positive outcome, and authentic connectivity. [Revisit survey results to gain clarity on school programs and activities.]

5.4 Recruit and retain a highly qualified, diverse faculty dedicated to the vision and mission of Lehigh Valley Charter High School for the Arts.

5.4.1 100% certified teachers in academic departments.

5.4.2 Meet or exceed state requirement of 75% certified teachers in artistic departments.

5.5 Recruit professionals that are reflective of our diverse society which include people of color, people with disabilities, and members of the LGBTQ+ community.

- 5.6 Provide faculty and staff with department specific education and training on DEI and the Arts. Bring awareness to historic, systemic bias and foster an environment that does not teach nor tolerate bias.
- 5.7 Increase the pool of diversity applicants for faculty, staff, and administration.
 - 5.7.1 Understand current state of diverse population percentage.
 - 5.7.2 Establish specific, transparent goals to increase diversity within the strategic planning horizon.
 - 5.7.3 Hire a human resources specialist to ensure all job postings attract a diverse pool of candidates through broad postings to diverse locations based on analysis of regional demographic data.
- 5.8 Require all faculty, staff, and administrative applicants to submit a Diversity and Inclusion Statement along with their resume and cover letter.
- 5.9 Review hiring procedures to ensure an anti-bias process.