



STRATEGIC PLAN
2020-2025

WLA 2025

THE NEXT 100

IDENTITY IN CHRIST

Winnebago Lutheran Academy's identity, enrollment, and marketing goals are defined in keeping with the mission statement. Our focus on maximizing ministry opportunity stems from a continued commitment to our WLA Family, the community, and the Wisconsin Evangelical Lutheran Synod (WELS).

- WLA will build, maintain, and grow connections in our association congregations and the community.
- WLA will effectively communicate the benefits of a Christian education.
- WLA will incorporate effective methods of strategic marketing to better share the mission of Christian education with prospective stakeholders.
- WLA will work together with the association schools to strengthen Pre-K through 8th grade connections through family engagements and on-campus activities.
- WLA will actively serve the community.
- WLA will build and maintain lasting connections with WLA alumni, anchored on reciprocal support and service.

EXCELLENCE IN CHRIST

Winnebago Lutheran Academy maintains a quality Christian education. As a fully accredited Academy, our team of faculty and staff seek to provide a rigorous, Christ-centered curriculum through best instructional practices. Whether in college or career planning, we encourage students to strive for academic excellence and the development of 21st century skills. In order to enrich instruction in a variety of course offerings, our faculty and staff seize professional growth opportunities and promote academic rigor.

- WLA will develop and deliver a rigorous curriculum through a variety of course offerings, dual-credit courses, Advanced Placement (AP) courses, and partnerships with technical programs.
- WLA will remain an accredited school through WELSSA (WELS School Accreditation).
- WLA will maximize community partnerships to provide workforce opportunities and career skill development among students through Youth Apprenticeship programs, internships, guidance, and career fairs.
- WLA will evaluate the feasibility of offering a STEM program and an agricultural science program and develop a plan for implementation accordingly.
- WLA will provide structured professional growth opportunities for faculty and staff that will enrich classroom instruction and promote excellence in the curriculum.
- WLA faculty will outline a personal professional growth plan in their Ministry Development Plan.
- WLA will promote the acquisition of advanced degrees, certifications, and licenses among faculty and staff.
- WLA will partner with the association's middle schools to promote college and career planning beginning at grade 6.

FAMILY IN CHRIST

Winnebago Lutheran Academy is a Christian family. We draw support from one another in our walk with our Savior Jesus Christ. We make a diligent effort as family members to make the most of every opportunity to live as children of light.

- WLA will encourage faculty and students to faithfully use The Means of Grace within our congregations that they may have a lasting relationship with their Savior.
- WLA will promote a well-equipped support system to enhance mental health wellness among faculty, students, and families.
- WLA will nurture the whole student by offering extracurricular opportunities that encourage mental, social, and emotional growth.
- WLA will nurture a Christ-like loving environment that embraces diversity.
- WLA will build and maintain lasting connections with WLA alumni anchored on mutual support and service.
- WLA will survey association and community families to learn the needs and expectations of prospective Academy families.
- WLA will enable students to use their God-given talents and promote skill development in critical thinking, creativity, communication, collaboration, and Christian character.

BLESSINGS IN CHRIST

Winnebago Lutheran Academy connects our association, alumni, and our community to our mission and ministry. We develop programs that support Christian Living and Christian Giving. We faithfully manage and maintain a safe environment conducive to learning, while faithfully managing our financial resources.

- WLA will develop programs and events that support the ministry and encourage Christian living and Christian giving.
- WLA will encourage association support, annual operations support, student aid support, and capital campaign support.
- WLA will develop a communication strategy that connects alumni to the mission and needs of the Academy.
- WLA will host fundraising events, provide planned giving services, and build community connections to support the ministry.
- WLA will host a comprehensive 100th-anniversary celebration.
- WLA will explore and develop budget growth opportunities within academic and extracurricular areas.
- WLA will develop and pass an annual balanced budget that anticipates ministry growth and Academy needs.
- WLA will develop a needs analysis of our current building to provide quality Christian education on our current campus.