



# **San Dieguito Academy Foundation**

## ***Strategic Direction: 2014-2017***

**Strategic Planning Committee**  
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# SDAF Strategic Direction Overview

## MISSION:

Support the *unique culture* and *quality programs* of San Dieguito High School Academy by generating financial resources and promoting active parental and community support.

## GUIDING PRINCIPLES:

- I. The SDAF will identify and describe “What SDHSA is all about”
  - Communicate SDHSA’s story and message to the public
  - Establish a clear idea that encompasses: All that the school is and what it accomplishes
  - Help parents, students and the community understand: Why SDHSA is a school of choice; The value it brings to our community; Why they should support SDHSA
- II. The SDAF will fund worthwhile projects:
  - Financially support projects and proposals that are aligned with the SDAF mission
  - Financially support projects independent of where they are generated (Principal, staff, students, parents, etc.)
  - Find support via internal or external fundraising, allocation of existing resources, or targeted appeals to supporters
- III. The SDAF will enhance the breadth and depth of student experiences
  - Support new programs and help enhance existing programs that are designed to better prepare students to succeed after graduation (e.g., Academic programs, such as tutoring and writing lab; career programs, such as Mosaic; and cultural programs that make SDHSA unique and inclusive, such as CommUnity Day).



# SDAF Strategic Planning Process

In the fall of 2013, SDAF began reviewing and revising its strategic direction to ensure it continues to evolve in a way that will:

- Add value to its constituents (parents, SDHSA staff and community) and
- Ensure it has the resources and alignment needed to achieve its goals.

In March of 2014 SDAF completed a careful analysis of the market environment.

- Primary research was conducted with SDHSA staff and parents and
- Capabilities, resources and direction of both SDHSA and SDAF were evaluated.

In June of 2014 Imperatives were agreed upon to help guide how SDAF operates, where it focuses its efforts and where it applies its resources.



# SDAF Strategic Direction for 2014-2017 Academic Years

Based on the environmental analysis in combination with additional data and discussions the following strategic imperatives were defined for the San Dieguito Academy Foundations for 2014-2017 academic years:

1. *Empower SDHSA staff with tools, resources and professional development that foster innovative approaches that will inspire passion in teaching and prepare students for the future.*
2. *Increase the availability of academic and professional resources for students to help them better understand future opportunities and be prepared to achieve their goals.*
3. *Increase parent and community awareness of the experiences, innovations and passions SDHSA staff bring to the classrooms and students to help promote SDHSA and showcase its achievements.*

Each of these imperatives will be supported strategies and tactics led by SDAF with ongoing input from SDHSA staff to help guide execution