

## YEAR ONE PRIORITY

**STRATEGY NUMBER: 7**

**PLAN NUMBER: 1**

**DATE: June 2002**

### **VCS STRATEGY:**

Set expectations for customer-friendly treatment of constituents.

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### **SPECIFIC RESULT:**

Develop a comprehensive donor relations program.

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#	ACTION STEPS	Assigned To:	Starting Date:	Due Date:	Completed Date:
1.	Work with VCS Board representative(s) and a VCS Board-approved professional consultant to create a Donor Policy Manual that will guide fundraising efforts and donor relations. This manual will be reviewed each year.	Mike Beever	Fall 2002	ASAP	April 2003
2.	Submit the completed Donor Policy Manual for approval by the VCS Board.	Mike Beever	Fall 2002	ASAP	June 2003
3.	Review the Donor Policy Manual during the annual August training session.*	Mike Beever	Fall 2002	ASAP	August 2003
4.	Centralize all fundraising efforts.	Linda Skovmand/ Mike Beever	Fall 2002	ASAP	August 2002
5.	Distribute fundraising calendar to all VCS staff and PTPF Board members on a quarterly basis.	Linda Skovmand	Fall 2002	ASAP	September 2002
6.	Implement a donor relations program that thanks and recognizes donors in multiple ways for their support, appropriate to the donation level. This recognition should be in addition to the monthly letter currently mailed to donors.	Claude Fletcher	Spring 2003	ASAP	Pending
7.	Create ways for students to be involved in thanking donors for their support.	Claude Fletcher	Spring 2003	ASAP	Pending
8.	Require that each major school event reserve a certain percentage of seats for current and potential donors.	Claude Fletcher	Spring 2003	ASAP	Pending
	*Stipulation: Invite PTPF presidents to this session.				

## YEAR ONE PRIORITY

**STRATEGY NUMBER: 7**

**PLAN NUMBER: 2**

**DATE: June 2002**

### **VCS STRATEGY:**

Set expectations for customer-friendly treatment of constituents.

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### **SPECIFIC RESULT:**

Establish a Valley Christian customer-centered policy.

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#	ACTION STEPS	Assigned To:	Starting Date:	Due Date:	Completed Date:
1.	Develop a customer-centered policy for Valley Christian Schools.	Valerie Plummer	Fall 2002	ASAP	June 2002
2.	Modify the Staff Handbook, as needed, to include new customer-centered policies.	Valerie Plummer; Admin.	Fall 2002	Summer 2002	Summer 2002
3.	Develop a parent survey to evaluate areas of customer service; send all VCS parents the survey during the middle of the second quarter and again at the end of the third quarter.	Valerie Plummer	Fall 2001	ASAP	May 2002
4.	Data enter and tabulate survey responses.	Valerie Plummer	Spring 2002	ASAP	Summer 2002
5.	Review survey results, communicate results to the VCS community and perform customer-centered checks and evaluations as needed to ensure that the customer-centered policy is effective.*	Valerie Plummer; Admin. Team	Spring 2002	ASAP	Fall 2002; Spring 2003
	*Stipulations: The parent survey will be comprehensive and it will not be used in individual evaluations.				

**YEAR ONE PRIORITY**

**STRATEGY NUMBER: 7**

**PLAN NUMBER: 3**

**DATE: June 2002**

**VCS STRATEGY:**

Set expectations for customer-friendly treatment of constituents.

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**SPECIFIC RESULT:**

Require customer-service training for all staff persons.

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#	ACTION STEPS	Assigned To:	Starting Date:	Due Date:	Completed Date:
1.	Review the customer-centered policy each year during the August all-staff training session	Valerie Plummer	August 2001	August 2001	August 2001; Annually
2.	Create workshops tailored to customer-centered needs for the annual August all-staff training session. These workshops can include various learning techniques, such as outside training resources, videos and role-plays.	Valerie Plummer; Rick Hogan	July 2001	Orientation 2001	August 2001; Annually
3.	Create a resource library equipped with books and videos pertaining to customer-centered issues that is available to the entire staff.	Valerie Plummer	August 2001	June 2002	Ongoing
4.	Include customer-centered training during in-service and staff meetings throughout the year to consistently reinforce awareness of customer service issues.	Valerie Plummer; Principals	October 2001	June 2002; Ongoing	Ongoing

## YEAR ONE PRIORITY

**STRATEGY NUMBER: 7**

**PLAN NUMBER: 4**

**DATE: June 2002**

### **VCS STRATEGY:**

Set expectations for customer friendly treatment of constituents.

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### **SPECIFIC RESULT:**

Improve communication between Valley Christian School and its families.

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#	ACTION STEPS	Assigned To:	Starting Date:	Due Date:	Completed Date:
1.	Further develop and publicize the web pages for each campus to include school calendars, upcoming events, parent newsletter items, downloadable application materials and other forms, current maps and other items of interest to current and prospective VCS parents and students.	Mike Annab; Jim Wiebe; Campus Content Creators	November 11, 2001	ASAP	Ongoing
2.	Delegate the task of updating the VCS web site on a weekly basis to a staff member or parent volunteer.	Jim Wiebe; Campus Content Creators	Fall 2001	ASAP	Ongoing
3.	Create an e-mail subscriber list at the beginning of each school year in an effort to provide parents and staff with announcements and relevant information. This list will be set up so that it can be sent to subsets, such as 8th-grade parents only or junior high staff only.	Mike Annab	Fall 2001	ASAP	January 2001; Ongoing
4.	Delegate to a staff member or parent volunteer the task of maintaining the e-mail list and disseminating messages throughout the year.	Mike Annab; Campus Registrars	Fall 2001	ASAP	January 2001
5.	Install a marquee at each campus to inform VCS families and the community of current, pertinent information.	Principals	Fall 2001	ASAP	As Budget Permits
6.	Enhance the present phone system to include selections for current dates, time and general information to be modified on a weekly basis.	Larry Nardi	Fall 2001	ASAP	November 2001
7.	Establish e-mail addresses for all VCS staff members and use e-mail as a tool to enhance communication between parents, students and teachers.	Mike Annab; Principals	Ongoing	ASAP	Fall 2001
8.	Provide staff training on e-mail usage during the annual August training sessions, as needed.	Mike Annab; Donna Harris	Orientation 2001; Ongoing	ASAP	Fall 2001; Ongoing
9.	Encourage teachers to make their class newsletters	Mike Annab;	Ongoing	ASAP	Fall 2001; Ongoing

	available online.	Lead Tech Teachers			
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## YEAR ONE PRIORITY

**STRATEGY NUMBER: 7**

**PLAN NUMBER: 5**

**DATE: June 2002**

### **VCS STRATEGY:**

Set expectations for customer-friendly treatment of constituents.

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### **SPECIFIC RESULT:**

Create a welcoming environment for families on all VCS campuses.

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<b>#</b>	<b>ACTION STEPS</b>	<b>Assigned To:</b>	<b>Starting Date:</b>	<b>Due Date:</b>	<b>Completed Date:</b>
1.	Request PTPF representatives to call each VCS family at least one time during the school year to offer opportunities for involvement at their child's campus, using volunteer sheets when appropriate.	Valerie Plummer; PTPF Officers; Principals	November 2001	June 2002	Yearly; Summer 2002
2.	Provide the PTPF Board of each campus with contact information about new families throughout the school year so that PTPF members can welcome these families to the VCS community. Notify the PTPF Board of each campus when families leave the school, ensuring that these families are not asked to volunteer.	Principals; PTPF Officers	September 2001	Ongoing	Ongoing
3.	Encourage extended family involvement on each campus by providing complimentary admission for VCS grandparents to at least one event each school year. This could include athletic events, drama presentations or musicals that are specifically dedicated to grandparents.	Valerie Plummer; Principals	September 2001	June 2002	Yearly