

**The National Trail School Foundation Strategic Plan:**  
*“Investing in Educational Excellence: Every Student; Every Teacher;  
Every Lesson!”*

**TABLE OF CONTENTS**

<b>Introduction.....</b>	<b>2</b>
<b>Executive Summary.....</b>	<b>2</b>
<b>Background and History.....</b>	<b>2</b>
<b>Direction and Results.....</b>	<b>3</b>
<b>Goals.....</b>	<b>3</b>
<b>Organization of the Strategic Plan.....</b>	<b>4</b>
<b>Vision.....</b>	<b>4</b>
<b>Mission.....</b>	<b>4</b>
<b>Core Operating Values.....</b>	<b>5</b>
<b>Summary Of Most Important Points in the Environment.....</b>	<b>5</b>
<b>Strategic Direction.....</b>	<b>6</b>
<b>Goals Areas.....</b>	<b>6</b>
<b>Strategic Action Plan Focus by Year.....</b>	<b>7</b>

## ***Introduction***

The National Trail School Foundation (hereto on to be referred to as the NTSF) was formed on February 8, 2005 as a non-profit educational foundation within the National Trail Local School District with its funds managed by the Dayton Foundation. We meet at 6:30 pm the 2<sup>nd</sup> Wednesday of each month at the District Office.

Our mailing address is:

*National Trail School Foundation  
6940 Oxford Gettysburg Road  
New Paris, OH 45347*

For information on current events, scholarship information, mini-grant application, alumni registry and contribution information, please visit our web site: [www.nationaltrailsschoolfoundation.org](http://www.nationaltrailsschoolfoundation.org)

The officers and Board of Trustees of the National Trail School Foundation, Incorporated are:

- Jeff Barnes, Chairperson
- Andy Lee, Vice Chair
- Sheryl Arnett, Secretary
- Rick Eyer, Treasurer
- Greg Arnett
- Stu Merkamp
- Mike Eyer
- Brad Hampton
- Marie Phillips
- Lori Gatland
- Jeff Parker , Superintendent

## ***Executive Summary***

### **Background and History**

The National Trail School Foundation's work began in February 2005 as a non-profit educational foundation within the National Trail Local School District with its funds managed by the Dayton Foundation.

## **Purpose**

The purpose of the Foundation is to cultivate and accept donations from friends of the National Trail Local School District to allow for the creation of, or participation in enrichment programs within the schools through grants, scholarships or program supplementation. It will have the ability to generate financial support on an on-going and as-needed basis for those programs, equipment and projects that promote and enhance excellence in the school curriculum.

## **Direction and Results**

The three-year period of this strategic plan will be a time of critical formation of how National Trail School Foundation develops its service support system and approaches to its work. National Trail School Foundation aim is to become the definitive organization for the development of collaborative mission of investing in educational excellence for all NT students. Furthermore, the organization will create a force of strong volunteers and student advocates.

With a fresh perspective on its mission, understanding what it does well, and the environment in which it operates, National Trail School Foundation will pursue the following strategic direction:

- 1.) National Trail School Foundation will further assess community needs to identify gaps or needed shifts in service delivery. This assessment will serve as the basis for developing new services or reorganizing existing programs.
- 2.) National Trail School Foundation will explore the feasibility of expanding the organization's visibility through its volunteer workforce, presentations, community meetings, and interactive website.
- 3.) National Trail School Foundation will become financially competent through individual gifts, donations and fund raising.

## **Goals**

The following goals for National Trail School Foundation over the next three years are the organization's response to the important issues identified through the environmental scan and research. These goals provide the roadmap for fulfilling the strategic direction.

The goals of National Trail School Foundation are:

1. Increase the community awareness of the National Trail School Foundation.
2. Build an unrestricted endowment (\$25,000.00 initially), supplemented by donor funds.
3. Create future educational opportunities and experiences for NT graduates.

Successful implementation of this strategic plan will result in quality supports and services delivered to the students and staff members of the National Trail Local School District. The ultimate result National Trail School Foundation aspires to achieve reaches above any tangible services, and is truly reflected in the words “Investing in Education Excellence: Every Student; Every Teacher; Every Lesson!”

### **Organization of the Strategic Plan**

This strategic plan is intended to be a management tool for National Trail School Foundation. This plan has two purposes. First, it is a record of the strategic planning process and the decisions reached by the Board of Directors. Second, it is a reference guide for strategic planning. In the future, National Trail School Foundation may choose to produce a summary version of the plan for distribution to its primary and supporting partners and other stakeholders.

### ***Vision***

*Create and distribute educational funds, supported/supplemented by donor advised and other special purposes*

### **Context**

NTSF will have the ability to generate financial support on an on-going and as-needed basis for those programs, equipment and projects that promote and enhance excellence in the school curriculum and instruction. In addition, it will promote community involvement, enthusiasm and support for the school, through parental, faculty and alumni support in the preservation and enhancement of quality education in the school district.

### **Funding Sources**

National Trail School Foundation will continue to reach out to NT alumni, families, and businesses on a local, state, national and international level.

### ***Mission***

*The National Trail School Foundation provides enrichment opportunities through grants and scholarships to students, staff, and community members.*

## ***Core Operating Value***

*Investing in Educational Excellence: Every Student; Every Teacher; Every Lesson!*

The following core operating values influence and direct the work of National Trail School Foundation, and reflect on its attempts to be the ...

### **Who we are:**

Interested/committed community members  
Leaders  
Mentors

### **Who we serve:**

Students and families  
Faculty/staff  
Community at large

### **What we provide/offer:**

Education about opportunities  
Financial support  
Empowerment  
Enrichment

## ***Summary of Most Important Points in the Environment***

The following is a brief summary of opportunities, threats, strengths and weaknesses highlighted by the board and staff of National Trail School Foundation.

### Strengths:

Committed members; Desire to achieve; Networking potential; Openness; Creative; Unlimited potential

### Weaknesses:

Too few members; Lack of participation; Diversity of membership; Visibility; Lack of organization; Lack of delegation

### Opportunities:

Small rural community; Potential leaders; Students desire opportunities

### Threats:

Ignorance of opportunities; Apathy; Low expectations; Small rural community  
Limited socio-economically; Negative perception of district

## ***Strategic Direction***

Based on the Board of Directors' understanding of the National Trail School Foundation's mission, primary customer, core values, and the opportunities and threats in the current environment, the next three years will be a time of developing their core services, staff, and partnerships. Concurrently, National Trail School Foundation will take more of a leadership role in working with a broader array of community resources, and actively increase its service opportunities.

## ***Goals Areas***

In order to pursue the strategic direction described above, National Trail School Foundation will fulfill the following goals, strategies and action steps:

**Goal #1:** Increase the community awareness of the National Trail School Foundation.

**Strategy 1.1:** Utilize effective communication tools and events to promote the NTSF objectives.

**Action Step 1.1.1:** Consult with a marketing firm to create an effective flyer or communication format plus develop a plan of action to implement these communication tools.

**Action Step 1.1.2:** At a minimum, promote the NTSF through quarterly events such as our annual 5K run (fall), Sponsor the Basketball Senior night (winter), annual Golf Outing (spring), Graduation and/or the annual Alumni Event (summer).

**Goal #2:** Build an unrestricted endowment (\$25,000.00 initially), supplemented by donor funds. – shorten this statement

**Strategy 2.1:** Contact key individuals, businesses, alumni, families, and organizations throughout the community for donations, gifts, etc. Continue with our current annual fundraisers.

**Action Step 2.1.1:** Organize a marketing team to utilize the tools and action plan as developed in Action Step 1:1:1.

**Action Step 2.1.2:** Set dates and times for the marketing team to approach our targeted audience for donations, gifts, etc.

**Goal #3:** Create future educational opportunities and experiences for NT graduates.

**Strategy 3.1:** Provide annual scholarships, sponsor student Career Fairs, promote job shadowing, and sponsor Job Fairs.

**Action Step 3.1.1:** Organize a Career Fair Team and sponsor an annual Career Fair or College Day..

**Action Step 3.1.2:** Continue work with the annual Scholarship Committee.

**Action Step 3.1.3:** Utilize input from alumni and teachers to develop job shadowing and job fair programs committee.

### ***Strategic Action Plan Focus by Year***

Year 1: Develop a marketing plan and reach the financial endowment funds of \$25,000 by 12/31/2011.

Year 2: Establish an annual Career and/or College Fair and a committee to implement a structured plan to better involve teachers and staff in these events. Increase our endowment funds by 10% by 12/31/2012.

Year 3: Implement a Job Fair and Job Shadowing program. Increase our endowment funds again by 10% by 12/31/2013.