

Monument Academy Board of Directors



Strategic Planning Process

SWOT Analysis (Step One)

<p style="text-align: center;">Strengths</p> <p>Top Four:</p> <ul style="list-style-type: none">● Strong and Dedicated Faculty/Staff● Conservative/Traditional Values● Home School Program in Operation● Board Resolve/Alignment	<p style="text-align: center;">Weaknesses</p> <p>Top Three:</p> <ul style="list-style-type: none">● Marketing/Branding● Curriculum Alignment● Lack of Facilities
<p style="text-align: center;">Opportunities</p> <p>Top Three:</p> <ul style="list-style-type: none">● Community: Partnerships, Donors, etc.● Branding/Marketing● Promoting Strengths in Community	<p style="text-align: center;">Threats</p> <p>Top Three:</p> <ul style="list-style-type: none">● Laws and Regulations● Attacks on Monument Academy Values● Competition (Proactive Approach)

A SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is a tool for strategic analysis to support in development of goals the Board of Directors (Board) will focus on for the 2024-2025 Strategic Plan. The bullets listed in each section are areas of primary focus for the board, even though there are several other areas that the Board is cognizant of. Strengths and Weaknesses are identified as internal areas, such as where Monument Academy can make meaningful changes. The Board also analyzed where external Opportunities and Threats exist so the school can take a proactive approach to benefit our organization, autonomy in education decision-making, finances, governance, and values. The next step will be to take the SWOT analysis and formulate strategic plan goals with measurable tasks and desired outcomes. The administration team will take the board-approved goals and implement action items around them.

Monument Academy will soon celebrate 30 years as a school of choice. We have made the conscious choice to stay convicted and true to our foundational philosophy of a parent-partnered organization focusing on traditional and classical education, which the torch has been carried on by every board from the school's founding. Thanks to the incredible community of families that choose to send their children to MA and the educators and staff that make up the organization, this Board can continue to serve in a way that honors the values and beliefs of those who elect us to this position. Board support is apparent through the willingness of parent volunteers to run for an elected seat and provide continuity of mission-driven policy governance. It is courageous and willing to be the light to others. The goals that will be formulated here seek to achieve just that.