



South Atlantic Conference

2025-2027 M.A.P.S. Strategic Plan

Our mission is to empower and encourage every member to know Jesus and experience the Joy of salvation

Our GOAL

To develop and execute a comprehensive strategic plan that enlarges the territory of God's kingdom in SAC.





South Atlantic Conference of Seventh-day Adventists

2025-2027 M.A.P.S. Strategic Plan

Voted by the Executive Committee on September 14, 2025

M.A.P.S.

MISSION, ADVANCEMENT, PEOPLE, SPIRITUALITY



What is the M.A.P.S. Strategic Plan?

The South Atlantic Conference Administration commissioned the formulation of a comprehensive strategic plan for the 2022-2027 quinquennium in September 2022, shortly after being elected to office. Phase 1 of the plan, nicknamed M.A.P.S., was voted by the Executive Committee, and implemented through 2024. A small percentage of action items remained incomplete due to precautionary financial expenditures, especially given the tumultuous political season. This document summarizes Phase 2 of the plan that is intended for implementation for the remainder of the 2022-2027 term. The M.A.P.S. Strategic Plan is explained and presented below.

Mission

Mission is herein described as the primary purpose of the South Atlantic Conference, made clear to our constituents in the official mission statement, which “is to empower and encourage every member to know Jesus and experience the Joy of salvation.” To this end, General Vice President Dr. Everton A. Ennis and the volunteer Strategic Planning Task Force (comprised of SAC employees and lay members of diverse ethnic, language, age, and national origins) spent many hours conducting research and analysis, resulting in the formulation of this proposed plan of action for consideration by SAC Administration and Executive Committee. The emphasis on “Mission” seeks to answer the question, “How can we actualize every resource in the South Atlantic Conference to accomplish the great commission to make disciples of every nation, as represented in the conference territory?” Mission is first, outwardly focused toward the unchurched or denominationally unaffiliated, though not to the exclusion of the internal needs of the SAC constituents.

Advancement

Advancement in organizations is primarily concerned with the development of the entity’s financial stability and sustainability, and strengthening its effectiveness to carry out its mission. This factor seeks to answer the question, “How well is the Conference preparing, aligning, and mobilizing its resources (human and material) to ensure the successful accomplishment of its purpose?” It further begs the question of organizational strategy, the allocation and management of people, and organizational structure. This proposed strategic plan seeks to provide actionable steps toward achieving organizational advancement commensurate with the opportunities available to overcome the challenges to organizational growth.

People

People are the constituents and employees of the South Atlantic Conference. This factor seeks to affirm the value of every SAC member and employee. People are from diverse backgrounds. This strategic plan aims to identify ways to recognize God’s providential makeup of the SAC. This section seeks to answer the question, “How will we carry out the command of Christ in John 13:34, 35 to love one another as true witnesses?”

Spirituality

Spirituality is used herein to describe the process of growing in grace and in the knowledge of our Lord and Savior Jesus Christ (2 Peter 3:18). Spiritual growth will manifest in improved Christian relationships at home, at work, at school, and at church. More commitment to the life and teachings of Jesus, as espoused by the official fundamental beliefs of the Seventh-day Adventist Church will be evidenced in improved spirituality. Spirituality answers the question, “How will the love of God for all human beings regardless of race, national origin, social standing, or language, as taught by the Bible, be affirmed, taught, and demonstrated in the lives and dealings of the members and employees of SAC?”

M

Youth Ministry
Christian Education
Cross-cultural Evangelism
Church Planting
Enhanced Social Engagement
Media Marketing
Campus Ministries
Non-profit Community Engagement
Health Message

• **Mission**

A

Financial Stability
Campground
Accountability in Leadership
Collaboration Among SAC
Departmental Directors
SAC Spending Priorities
ASI Ministries
Strategic Conference and Local Church Alignment

• **Advancement**

P

Cultural Diversity
Effective Communication
Church Officer Training
Aging Demographics and Declining Membership
Opportunities in Exponential Population Growth
Social Media
Immigration Policy and Enforcement Issues
Christian Nationalism

• **People**

S

Affirm Adventist Beliefs
Stewardship
Conflict Resolution Training
Preparation for the End Times

• **Spirituality**

MISSION 2025

Year 3 Strategic Mission Objectives	Who	When	How to Assess	Completion		
				Yes	No	%
Realize at least 1,500 (GA 750, NC 450, SC 300) baptisms through traditional evangelism and church planting	VP Pastoral Min: PM Dir., Pastors, Laity	Nov. 30	Via e-Adventist records by Dec. 15 and Jan. 15			
Organize at least 6 church plants conference-wide (including at least 2 in Metro Atlanta Counties)	VP Pastoral Min: PM Dir., Pastors, Laity	Nov. 30	Exec VP presents report to ADCOM Dec 16			
Organize 6 Nonprofit (SDA Format) Community Resource Centers: 2 local churches per state participating	ACS Dir: General VP, ACS/PM Leaders	Nov. 30	ACS Dir: Quarterly reports to ADCOM			
Organize Metro Atlanta Communication Committee to draft strategic plan for Metro Mass/Social Media Ministry	SAC Communication: local Comm Secretaries	Sept. 30	Approval of plan by ADCOM & ExCom			
Rekindle local church AYMs: Re-organize AY Federations to comply with SAC policies, meet current youth needs	Youth Dir: Pastors, AYM/Federation teams	Nov. 30	5 local AYM programs per state rekindled			
Lay plans to launch Adventist Public Campus Ministries in each state in January 2026 (at least one/state)	Youth Dir: Pastors, AYM/Federation teams	Sept. 30	Youth Director reports to ADCOM by Oct 15			
Provide virtual training series to lay members in the formation/conduct of Bible study and support small groups	Personal Ministry Dir.	Q2-Q4	Completion of 3 sessions by Personal Ministry Dir.			
Launch at least 1 Bible study or support small group in at least 10 churches or 10 pastoral districts	Pastors (at least 10)	Sept. 30	Recorded and verified by Personal Ministry Dir.			
Design and implement a discipleship plan for the local congregation (Evangelism Coord/PM Dir provide training)	Evangelism/PM Dir: Pastors and Ch Boards	Sept. 30	Reporting by all Pastors and Church Clerks			
Plan activities to commemorate SAC 80 th anniversary	ADCOM: Directors, Pastors, Educators	Sept. 30	Plans voted by ADCOM, shared with constituency			
All departmental directors submit annual plan/calendar of events to ADCOM by November of the previous year and gives 2 departmental reports to ADCOM during the year	ADCOM: Directors	Nov. 30 March 31 Sept. 30	ADCOM receives reports at scheduled reporting meetings, March & Sept.			
Christian Education: See separate rubric on p. 10	VP Education	See p. 10	See p. 10			
50% increase over 2025 (or 100/church minimum) of Liberty magazine subscription/sponsor to city, county, state officials	PARL: Pastors, Local PARL Leaders	Nov. 30 to Feb. 28	100 churches reach goal Nov 2025 to Feb 2026			
Local churches develop strategic plan for 2026-2028 in alignment with the SAC M.A.P.S. Plan serving as a template	General VP: Pastors and Church Boards	Oct. 30	Pastors verify that 100 churches voted plans			

MISSION 2026

Year 4 Strategic Mission Objectives	Who	When	How to Assess	Completion		
				Yes	No	%
Realize at least 1,750 (GA 875, NC 525, SC 350) baptisms through traditional evangelism and church planting	VP Pastoral Min: PM Dir., Pastors, Laity	Nov. 30	Via e-Adventist records by Dec. 15 and Jan. 15			
Organize at least 6 church plants conference-wide (including at least 2 in Metro Atlanta Counties)	VP Pastoral Min: PM Dir., Pastors, Laity	Nov. 30	Exec VP presents report to ADCOM Dec 16			
Disciple and baptize 80 new, first-time SDAs in Orangeburg County during Camp Meeting 2026 to celebrate anniversary	OCEI Committee and Orangeburg Church	June 13	Public baptismal celebration at camp mtg			
Organize 9 Nonprofit (SDA Format) Community Resource Centers: 3 local churches per state participating	ACS Dir: General VP, ACS/PM Leaders	Nov. 30	ACS Dir: Quarterly reports to ADCOM			
50% increase over 2025 (or 100/church minimum) of Liberty magazine subscription/sponsor to city, county, state officials	PARL: Pastors, Local PARL Leaders	Feb. 28	PARL verifies that 100 churches reached goal			
Activate strategic plan for Metro Mass/Social Media Ministry	SAC Communication: local Comm Secretaries	Jan. 15	Comm Dir reports to ADCOM by Feb. 1			
Rekindle more local church AYMs	Youth Dir: Pastors, AYM/Federation teams	Nov. 30	10 local AYM programs per state rekindled			
Activate launch of Adventist Public Campus Ministries	Youth Dir: Pastors, AYM/Federation teams	Jan. 31	Youth Director reports to ADCOM by Feb 5			
Provide virtual training series to lay members in the formation/conduct of Bible study and support small groups	Personal Ministry Dir.	Q2-Q4	Completion of 3 sessions by Personal Ministry Dir.			
Launch new season of at least 1 Bible study or support small group in at least more 20 churches or 20 pastoral districts	Pastors (20 additional participants over 2025)	Sept. 30	Recorded and verified by Personal Ministry Dir.			
Review and continue the discipleship plan for the local congregation (Evangelism Coord/PM Dir provide training)	Evangelism/PM Dir: Pastors and Ch Boards	March 30	Reporting by all Pastors and Church Clerks			
All departmental directors submit annual plan/calendar of events to ADCOM by November of the previous year and gives 2 departmental reports to ADCOM during the year	ADCOM: Directors	Nov. 30 March 31 Sept. 30	ADCOM receives reports at scheduled reporting meetings, March & Sept.			
Activate SAC 80 th Anniversary plans	ADCOM: Dirs., Pastors, local churches, schools	Jan–Dec	Reports to ExCom in Mar, June, Sept, and Dec.			
50% increase over 2026 (or 100/church minimum) of Liberty magazine subscription/sponsor to city, county, state officials	PARL: Pastors, Local PARL Leaders	Nov. 30 to Feb. 28	100 churches reach goal Nov 2026 to Feb 2027			

MISSION 2027	Year 5 Strategic Mission Objectives	Who	When	How to Assess	Completion		
					Yes	No	%
	Realize at least 2,000 (GA 1000, NC 600, SC 400) baptisms through traditional evangelism and church planting	VP Pastoral Min: PM Dir., Pastors, Laity	Nov. 30	Via e-Adventist records by Dec. 15 and Jan. 15			
	Organize at least 6 church plants conference-wide (including at least 2 in Metro Atlanta Counties)	VP Pastoral Min: PM Dir., Pastors, Laity	Nov. 30	Exec VP presents report to ADCOM Dec 16			
	Review and continue the discipleship plan for the local congregation (Evangelism Coord/PM Dir provide training)	Evangelism/PM Dir: Pastors and Ch Boards	March 30	Reporting by all Pastors and Church Clerks			
	Organize 12 Nonprofit (SDA Format) Community Resource Centers: 4 local churches per state participating	ACS Dir: General VP, ACS/PM Leaders	Nov. 30	ACS Dir: Quarterly reports to ADCOM			
	50% increase over 2026 (or 100/church minimum) of Liberty magazine subscription/sponsor to city, county, state officials	PARL: Pastors, Local PARL Leaders	Feb. 28	PARL verifies that 100 churches reached goal			
	Rekindle more local church AYMs	Youth Dir: Pastors, AYM/Federation teams	Nov. 30	10 local AYM programs per state rekindled			
	Launch 3 new Adventist Public Campus Ministries	Youth Dir: Pastors, AYM/Federation teams	Jan. 31	Youth Director reports to ADCOM by Feb 4			
	All departmental directors submit annual plan/calendar of events to ADCOM by November of the previous year and gives 2 departmental reports to ADCOM during the year	ADCOM: Directors	Nov. 30 March 31 Sept. 30	ADCOM receives reports at scheduled reporting meetings, March & Sept.			

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ADVANCE 2025

Year 3 Strategic Advancement Objectives	Who	When	How to Assess	Completion		
				Yes	No	%
Complete Conference Office (3978) 1 st floor covering, kitchen remodeling, and parking lot resurfacing/stripping	ADCOM: Building Manager	April 30	Completion of projects by April 30			
Explore housing solutions for the campground	ADCOM	Sept. 30	Preliminary plan voted by Executive Committee			
Explore the digitization of records for Secretariat, Treasury, and Education Departments	ADCOM and IT Contractor	Sept. 30	Report to ADCOM			
Draft plans for repurposing the campground “Tape Room” to facilitate increased Treasury space/Treasurer’s office	ADCOM	Sept. 30	Vote by ADCOM			
Draft plans to restructure the “open room” next to the reception desk area for additional meeting room	ADCOM	Sept. 30	Vote by ADCOM			
Complete plans for renovation and repurposing of old conf. office at 294 Hamilton Holmes Dr., Atlanta for Life Center	ACS Dir	June 30	Vote by ExCom			
Create and launch an App for SAC constituents to better access Conference information and news	Communication/IT	Sept. 30	ADCOM announces App launch to constituency			
Create the Tri-State Center for Community Action to inspire departmental collaboration and local church alignment with SAC MAPS Plan and to write and distribute grants for community engagement initiatives through local churches	ADCOM and ExCom: Departmental Directors	June 30	Launch by Sept. 2025			
Train pastors in the protocols and skills of conducting local church elections in harmony with the SDA Church Manual	ADCOM	July 31	Completed by ADCOM			

ADVANCE 2026	Year 4 Strategic Advancement Objectives	Who	When	How to Assess	Completion		
					Yes	No	%
	Conduct Conference-wide virtual Church Board training for 2026-2027 church board members and all pastors	ADCOM	Jan. 31	Certified implementation of training syllabus			
	Implementation of housing solutions for the campground	ADCOM	Dec. 31	Completion of plan voted by Executive Committee			
	Execute the digitization of records for Secretariat, Treasury, and Education Departments	ADCOM and IT Contractor	Mar. 31	Report to ADCOM			
	Renovate and repurpose the campground "Tape Room" to facilitate increased Treasury space/Treasurer's office	ADCOM	May 30	Vote by ADCOM			
Restructure the "open room" next to the reception desk area for additional meeting room	ADCOM	May 30	Vote by ADCOM				
Implement renovation and repurposing of old conf. office at 294 Hamilton Holmes Dr., Atlanta for Life Center	ADCOM/ACS Dir	June 30	Grand Opening				

ADVANCE 2027	Year 5 Strategic Advancement Objectives	Who	When	How to Assess	Completion		
					Yes	No	%

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PEOPLE 2025	Year 3 Strategic People Objectives	Who	When	How to Assess	Completion		
					Yes	No	%
	Conduct at least 2 virtual town hall meetings	ADCOM	April/Nov	Live airing conducted by date in Apr/Nov			
	50% church representation at Lay Advisory Council meetings	Pastors	April/Nov	Exec VP reports to ADCOM			
	Conference leaders visit and encourage 60 congregations	SAC Officers, Directors	Q1-Q4	President's Office keeps record and gives report			
	Promote and teach biblical DEI of cultures: peoples, nationalities, languages, and ethnicities in hiring pastors and training church members to embrace cultural diversity	General VP: Ethnic Coordinators, Pastors	Oct. 30	Conduct at least one virtual training program			
	ASI – Harness the creativity and resources of member entrepreneurs to mobilize new energy in kingdom building	ASI Director	Nov. 30	ASI Chapter launched and at least one mtg held			

PEOPLE 2026	Year 4 Strategic People Objectives	Who	When	How to Assess	Completion		
					Yes	No	%
	Conduct at least 2 virtual town hall meetings	ADCOM	April/Nov	Live airing conducted by date in Apr/Nov			
	65% church representation at Lay Advisory Council meetings	Pastors	April/Nov	Exec VP reports to ADCOM			
	Conference leaders visit and encourage 60 previously un-visited congregations	SAC Officers, Directors	Q1-Q4	President's Office keeps record and gives report			
	Continue promoting and teaching biblical DEI of cultures: peoples, nationalities, languages, and ethnicities in hiring pastors and training church members to embrace diversity	General VP: Ethnic Coordinators, Pastors	Q1-Q3	Conduct at least three virtual training programs			
	ASI – Harness the creativity and resources of member entrepreneurs to mobilize new energy in kingdom building	ASI Director	Nov. 30	ASI Chapter launched and at least one mtg held			

PEOPLE 2027	Year 5 Strategic People Objectives	Who	When	How to Assess	Completion		
					Yes	No	%
	Conduct at least 2 virtual town hall meetings	ADCOM	April/Nov	Live airing conducted by date in Apr/Nov			
	80% church representation at Lay Advisory Council meetings	Pastors	April/Nov	Exec VP reports to ADCOM			
	Conference leaders visit and encourage 60 previously un-visited congregations	SAC Officers, Directors	Q1-Q4	President's Office keeps record and gives report			
	Continue promoting and teaching biblical DEI of cultures: peoples, nationalities, languages, and ethnicities in hiring pastors and training church members to embrace diversity	General VP: Ethnic Coordinators, Pastors	Q1-Q3	Conduct at least three virtual training programs			
	ASI – Harness the creativity and resources of member entrepreneurs to mobilize new energy in kingdom building	ASI Director	Nov. 30	ASI Chapter launched and at least one mtg held			

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SPIRITUALITY 2025	Year 3 Strategic Spirituality Objectives	Who	When	How to Assess	Completion		
					Yes	No	%
	Monthly 2–3-minute (or graphic on the screen) emphasis on the SAC Mission in each church “to empower and encourage every member to know Jesus and experience the Joy of salvation” (every 1 st Sabbath during divine service)	SAC Executive Officers, Directors, Pastors, Elders	April to Dec.	Survey elders, clerks, deacons, deaconess in Sept.			
	Implement “Current Events” emphasis in weekly local church prayer service to increase relevance and participation	VP Pastoral Min: Pastors	Q2-Q4	30 churches reporting implementation			
	Promote “ SDA Believe ” emphasis for 2026 and encourage members to acquire published book after GC Session	President’s Office and all Pastors	June 30	President’s Office receives pastoral reports			
	Promote Bible Reading Plan and Book of the Year for 2026	Prayer Ministries Dir, Pastors, ABC Manager	Q3-Q4	Survey of Elders, Deacons (esses) at Fall Retreat			
	Continue to emphasize the conference’s published protocols for congregational conflict resolution (see website)	ADCOM, Directors, Pastors	Q1-Q4	Survey during town halls to gauge conflict levels			

SPIRITUAL 2026	Year 4 Strategic Spirituality Objectives	Who	When	How to Assess	Completion		
					Yes	No	%
	Continue monthly 2–3-minute (or graphic on the screen) emphasis on the SAC Mission in each church “to empower and encourage every member to know Jesus and experience the Joy of salvation” (every 1 st Sabbath during divine service)	SAC Executive Officers, Directors, Pastors, Elders	April to Dec.	Survey elders, clerks, deacons, deaconess in Sept.			
	Continue “Current Events” emphasis in weekly local church prayer service to increase relevance and participation	VP Pastoral Min: Pastors	Q1-Q4	60 churches reporting implementation			
	Activate bi-annual “ SDA Believe ” emphasis for weekly prayer service with book newly revised at the last GC Session	President’s Office and all Pastors	Q2-Q4	President’s Office receives pastoral reports			
	Launch Bible Reading Plan and Book of the Year for 2026	Prayer Ministries Dir, Pastors, ABC Manager	Jan. 1	Survey of Elders and Church Clerks by Jan 10			
	Promote Bible Reading Plan and Book of the Year for 2027	Prayer Ministries Dir, Pastors, ABC Manager	Q3-Q4	Survey of Elders, Deacons (esses) at Fall Retreat			
	Continue to emphasize the conference’s published protocols for congregational conflict resolution (see website)	ADCOM, Directors, Pastors	Q1-Q4	Survey during town halls to gauge conflict levels			

SPIRITUAL 2027	Year 5 Strategic Spirituality Objectives	Who	When	How to Assess	Completion		
					Yes	No	%
	Continue monthly 2–3-minute (or graphic on the screen) emphasis on the SAC Mission in each church “to empower and encourage every member to know Jesus and experience the Joy of salvation” (every 1 st Sabbath during divine service)	SAC Executive Officers, Directors, Pastors, Elders	April to Dec.	Survey elders, clerks, deacons, deaconess in Sept.			
	Continue “Current Events” emphasis in weekly local church prayer service to increase relevance and participation	VP Pastoral Min: Pastors	Q1-Q4	100 churches reporting implementation			
	Launch Bible Reading Plan and Book of the Year for 2027	Prayer Ministries Dir, Pastors, ABC Manager	Jan. 1	Survey of Elders and Church Clerks by Jan 10			
	Promote Bible Reading Plan and Book of the Year for 2028	Prayer Ministries Dir, Pastors, ABC Manager	Q3-Q4	Survey of Elders, Deacons (esses) at Fall Retreat			
	Continue to emphasize the conference’s published protocols for congregational conflict resolution (see website)	ADCOM, Directors, Pastors	Q1-Q4	Survey during town halls to gauge conflict levels			

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Education Supplement

SAC Education Director's Strategic Objectives for 2025-2027

Director's Name	Name of Department
KIM M. GAITER	EDUCATION
<p data-bbox="982 467 1115 500" style="text-align: center;">MISSION</p> <p data-bbox="585 508 1512 540" style="text-align: center;">"That we may know Christ and honor Him in this life and throughout eternity"</p> <p data-bbox="993 586 1104 618" style="text-align: center;">QUOTE</p> <p data-bbox="390 626 1707 691" style="text-align: center;">"All studies, philosophy, and rhetoric are followed for this one object, that we may know Christ and honor Him. This is the end of all learning and eloquence." - Desiderius Erasmus</p> <p data-bbox="1003 737 1094 769" style="text-align: center;">GOAL</p> <p data-bbox="140 781 1961 878" style="text-align: center;">If we look at the world around us, we see sickness, suffering, and sin. We know that this suffering will only end when the gospel reaches the ends of the earth, so our schools have to be so attractive that they stand out as beacons of light and centers of evangelism in their communities. The influence of our schools should be so profound that they become agents of change in their communities.</p> <p data-bbox="728 924 1369 956" style="text-align: center;">FUNCTION OF THE OFFICE OF EDUCATION</p> <p data-bbox="113 967 1984 1174" style="text-align: center;">The primary mission of the South Atlantic Conference Office of Education (SACOE) is to support the mission of the Seventh-day Adventist Church through the educational ministry, which is viewed as the "left arm" of the gospel. SACOE is dedicated to ensuring that the Adventist philosophy of education, along with its principles of faith and learning, is woven into the fabric of each of its schools. As the legal hiring authority for all school-based personnel within the South Atlantic Conference (SAC), SACOE oversees the development of effective curricula, the implementation of authentic formative and summative assessments, and supports ongoing professional growth. It also facilitates formal evaluations of instructional staff and publishes the annual wage scale for educational personnel from pre-kindergarten through grade 12.</p>	

YEAR	PROPOSED INITIATIVE OR ACTIVITY	STRATEGIC OUTCOME OR OBJECTIVE	RESOURCES NEEDED FOR SUCCESS	Completion		
				Yes	No	%
2025	Academic Excellence: Objective: Enhance the quality of education and ensure students excel in core subjects while integrating biblical values.	<ul style="list-style-type: none"> Evaluate and align curriculum with academic standards and Christian principles. Implement professional development for teachers on best practices in Christian education. Ensure the curriculum is properly supporting the Mission of the school and producing students with a profoundly Christian worldview. 	1. Focus on evaluation, establishing foundational strategies, and implementing small but impactful changes. PD training for Regional Leaders Hire Adjust or increase budget			
	2. Spiritual Enrichment: Objective: Foster spiritual growth among students and staff.	<ul style="list-style-type: none"> All schools are evangelism centers Strengthen Bible-based learning across all grade levels. Develop a mentorship program to support the spiritual growth of students 	PENTECOST 25 - \$3K BAPTISM 20% STEPS TO CHRIST "YOUTH EDITION" (offered in a print or QR CODE) purchased for all students			
	3. Financial Sustainability & Stewardship: Objective: Ensure long-term financial stability and responsible resource management.	<ul style="list-style-type: none"> Perform a financial audit to assess current funding sources and expenditures. Develop a fundraising plan to secure donations and grants. 	Restricted use of the TBO funds each year to be over rather than absorbed to fund medical agency. Education Petty Cash or APPROVED POS SYSTEM			

	<p>4. Safe and Nurturing Environment Students will feel safe, affirmed in their strengths, and have access to resources that support their basic needs and well-being.</p>	<p>Training will be provided: Seeking to implement HIGH RELIABILITY SCHOOLS – level 1 of 5 levels</p> <p>Create and implement a system for schools to work with each student and their family to annually develop goals that align with that student’s strengths and interests.</p> <p>Analyze and refine district wide school safety plans to include emotional safety plans to include emotional safety, physical safety, school climate, and student supports.</p>	<p>VERSA CARE Grant- \$27,000 SOUTHERN UNION Financial assistance grant for emotional support for students</p> <p>Professional Development and analysis of each school site by local police department or security consultants</p>			
	<p>5. Marketing and Retention Objective: Develop a more robust and integrated marketing plan that will grow the field of qualified prospective students applying to HCS and assist in fundraising networking</p>	<ul style="list-style-type: none"> • Invest in a complete update of website and assign ongoing management <ul style="list-style-type: none"> ○ Develop active alumni follow-up program ○ Ensure schools are listed in local school magazines • Require each school to have a 2-3 minute promo video 	<p>UDIO.COM to create the video</p>			

YEAR	PROPOSED INITIATIVE OR ACTIVITY	STRATEGIC OUTCOME OR OBJECTIVE	RESOURCES NEEDED FOR SUCCESS	Completion		
				Yes	No	%
2026	Academic Excellence 1. Objective: Enhance the quality of education and ensure students excel in core subjects while integrating biblical values.	<ul style="list-style-type: none"> Introduce new technologies for improved learning experiences. Develop a comprehensive assessment system that integrates faith-based learning outcomes. 	Expand initiatives, solidify programs that were started in Year 1, and track progress.			
	2. Spiritual Development: Objective: Foster spiritual growth among students and staff.	<ul style="list-style-type: none"> Create chapel services, prayer groups, and opportunities for student leadership in spiritual activities. Offer staff retreats and workshops on spiritual leadership and integration of faith. 	PURE-REALTY- \$15K FESTIVAL EXPO \$12.5K			
	3. Financial Sustainability & Stewardship: Objective: Ensure long-term financial stability and responsible resource management.	<ul style="list-style-type: none"> Diversify revenue streams (e.g., tuition assistance programs, partnerships, endowment funds). Develop cost-saving strategies that do not compromise the quality of education. 	NC, SC, GA State Scholarship Funding			
	4. Marketing and Retention Objective: Develop a more robust and integrated marketing plan that will grow the field of qualified prospective students applying to HCS and assist in fundraising networking	<ul style="list-style-type: none"> Invest in a complete update of website and assign ongoing management Develop active alumni follow-up program Ensure schools are listed in local school magazines Require each school to have a 2-3 minute promo video 	UDIO.COM to create the video			

YEAR	PROPOSED INITIATIVE OR ACTIVITY	STRATEGIC OUTCOME OR OBJECTIVE	RESOURCES NEEDED FOR SUCCESS	Completion		
				Yes	No	%
2027	1. Academic Excellence: <ul style="list-style-type: none"> Objective: Enhance the quality of education and ensure students excel in core subjects while integrating biblical values. 	<ul style="list-style-type: none"> Review student performance data and make adjustments to improve areas of weakness. Expand advanced placement or enrichment programs that align with the district's mission. 				
	2. Spiritual Development: <ul style="list-style-type: none"> Objective: Foster spiritual growth among students and staff. 	<ul style="list-style-type: none"> Evaluate the effectiveness of spiritual programs through surveys and student feedback. Launch service-learning projects that tie spiritual formation with community outreach. 				
	3. Financial Sustainability & Stewardship: <ul style="list-style-type: none"> Objective: Ensure long-term financial stability and responsible resource management. 	<ul style="list-style-type: none"> Review the financial status and set goals for future financial growth. Establish a long-term endowment fund to support tuition assistance and program development. 	Finalize major projects, analyze data, and refine strategies to ensure the district is on track for long-term success.			
	4. Marketing and Retention Objective: Develop a more robust and integrated marketing plan that will grow the field of qualified prospective students applying to HCS and assist in fundraising networking	<ul style="list-style-type: none"> Invest in a complete update of website and assign ongoing management <ul style="list-style-type: none"> Develop active alumni follow-up program Ensure schools are listed in local school magazines Require each school to have a 2-3 minute promo video 	UDIO.COM to create the video			

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