



East Woods School
1946-2021



EAST | WOODS | SCHOOL

1946-2021

PRIME 2025

Pandemic Restablization Initiative & Management Effort



EAST | WOODS | SCHOOL

MISSION: EAST WOODS' MISSION IS TO FOSTER **STRENGTH OF CHARACTER** AND **ACADEMIC EXCELLENCE** WHILE DEVELOPING AND ENCOURAGING **CREATIVITY**, **INTELLECTUAL CURIOSITY**, AND A LIFELONG **PASSION FOR LEARNING**. WE ARE A **NURTURING** COMMUNITY THAT **CELEBRATES THE DIFFERENCES** AMONG US AND LEADS BY EXAMPLE THROUGH **CITIZENSHIP** AND **SERVICE TO OTHERS**.

VISION

East Woods School will fulfill its mission and deliver a superior academic program with a focus on character education to assist its students in becoming successful, happy, and intelligent learners. Students will continue to gain knowledge, skills, and confidence to solve problems and become caring, responsible community members. Graduates will emerge from East Woods prepared to be contributing citizens and compassionate leaders in a complex and changing world.

This will be accomplished through a renewed commitment to student-centered, experiential, and holistic learning fostered by a highly motivated faculty within a nurturing community. Teachers will engage students in a challenging, stimulating, and progressive interdisciplinary curriculum with a focus on written and verbal communication, supported by the integration of technology. Teachers and students together will cultivate a love of learning in an independent school environment characterized by freedom and flexibility.

Over the next five years, East Woods School is committed to meeting the needs of its students with an exceptional academic program, dedicated, forward-thinking faculty, and supportive, involved parents and alumni, while continuing to cultivate a strong community which engages all of those involved in the school.

DIVERSITY

East Woods believes in promoting a climate of inter-cultural awareness and respect; developing and implementing a curriculum to appreciate the depth and breadth of diverse thoughts and perspectives; and actively seeking a diverse student body, faculty and staff in the composition of EWS.

We believe in equal opportunity and equal access focused on empowerment and co-ownership of the community, in strategically building and sustaining diversity, multiculturalism, and inclusivity.

We believe in self-reflection and challenging perceptions, prejudices, and biases.

We will work toward accomplishing these goals through specific, targeted strategies.

PRIME 2025 BACKGROUND

Last school year, the Board formed a Strategic Planning committee. The committee, along with the Board and Head of School, based on advice of experts in independent school governance, have elected to develop a four year plan rather than a five year plan due to the uncertainty of the impacts of the current COVID-19 pandemic. This is the Board of Trustees' vision for the next four years, after deep and deliberate work dating back to October 2019, when we met with past parents, teachers and faculty to begin planning our road map for the future.

East Woods School pivoted quickly in the spring of 2020 to deliver a high quality virtual educational program once New York State was forced to quarantine. To prepare for the 2020-2021 school year, the school installed smart screens, computers and software in every classroom to educate children even if families chose quarantine or were forced to quarantine at any point during the pandemic. At the launch of PRIME 2025, we are proud to report East Woods has held in-person school daily since the fall of 2020, and the use of the virtual platform has given existing families flexibility in how they approach school. Although we do not know what the future holds with regard to the pandemic, we are prepared for in-person and virtual school. Prime 2025 acknowledges the need to re-stabilize and grow certain programs and initiatives throughout and after this extraordinary time in history.

PRIME 2025 was developed through the Board's work with an independent school governance consultant and with the Head of School. PRIME 2025 Board committees began to meet in the 2019-2020 school year and continued their work through March 2021. In addition to these working committees, the Board held a retreat for Trustees and former Trustees in October 2019 (in-person) and October 2020 (virtual) to develop and refine the strategic plan. Six broad key areas are the focus of PRIME 2025:

- **FACULTY**
- **CURRICULUM**
- **COMMUNITY**
- **FINANCE**
- **ENROLLMENT**
- **FACILITIES**

PRIME 2025 HIGHLIGHTS

Faculty

Continue to attract and retain excellent educators and staff

Curriculum

Further develop and enhance world class educational programs

Community

Nurture a tight EWS community

Finance

Achieve and maintain financial stability

Enrollment

Create a robust and diverse enrollment through brand awareness

Facilities

Enhance and modernize facilities to support enrollment and maximize revenue



PRIME 2025 FACULTY

- Continue to provide professional development in the areas of virtual teaching / learning and behavioral differences
- Reaffirm EWS commitment in maintaining competitive salary and benefits
- Recognize and celebrate staff and faculty for their continued contributions through activities and awards
- Ensure faculty and staff is right-sized for annual enrollment



PRIME 2025 CURRICULUM

- Plan and implement new EWS music and performing arts program
- Create and update scope and sequence for the entire East Woods curriculum
- To ensure every student is challenged and supported according to need through our LEAP (Learning
- Early Advancement Placement) opportunities
- To increase opportunities for students to learn and practice coding and robotic skills
- Enhance upper school science program
- Create and submit the five year re-accreditation report to NYSAIS for 2022-2023 school year



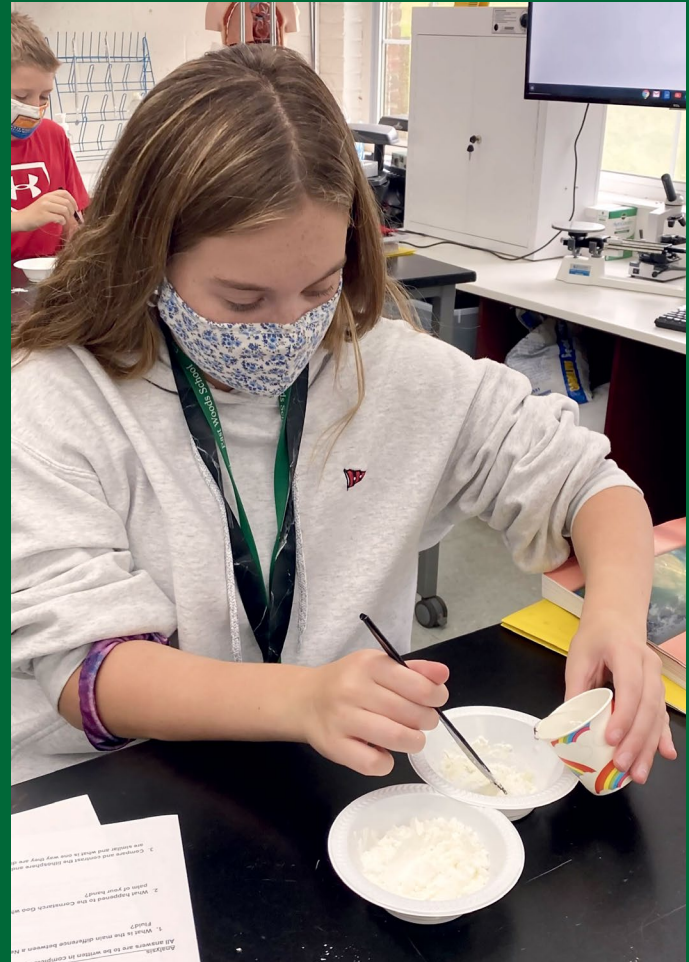
PRIME 2025 COMMUNITY

- Continue to foster a safe and healthy community through recommended mitigation efforts by public health experts
- To develop a second three year plan for Diversity, Equity and Inclusion
- Teach all students the necessary skills and knowledge to function effectively in a multi-cultural, diverse school, workplace, nation and world
- Focus on diversity in talent acquisition and retention efforts and develop tools to better evaluate staff member's cultural competencies
- Bridge and strengthen parent and community relations through the Board and Parent Association (PA)
- Continued engagement via communications and events with students, alumni and past parents, and current and past faculty and staff



PRIME 2025 FINANCE

- In addition to continuing to boost enrollment and tuition revenue, focus on the development of alternative revenue stream opportunities
- Summer camp relaunch and increased programming
- Develop and implement strategic approach to increased planned and estate giving
- Adhere to responsible expense management



PRIME 2025 ENROLLMENT

- Develop and implement a targeted and comprehensive marketing program to boost brand awareness, enrollment and retention
- Develop systematic process for marketing EWS to summer camp families as well as develop a program to expand our reach to new communities
- Increased resources for marketing and admissions initiatives



PRIME 2025 FACILITIES

- Maintain and enhance buildings and grounds to support the current programs
- Optimize for future alternative revenue potential and opportunities
- Evaluate and make improvements in buildings and grounds to support
 - Summer Camp
 - Faculty housing
 - Outdoor events
 - Field and building rental
 - Nature trail / outdoor education programs
 - Current and future curriculum and programs



2019 BOARD RETREAT ATTENDEES

Michael Allegra
Douglas Arthur '69
Carmela Bernacchio
Dana Bratti
Essence Browne
Michele Burke
Alex Carter
Jennifer Casey
Sean Collins
Doug Cummings
Kristin Dennehy
Luan Doan
Beth Godsell
Cathy Hogg
Sealy Hopkinson
Laura Kang
Brad Ketcher
Magda Labonte'-Blaise
Marc Lohser
Christina Maass
Joseph McCartan
Michele Mercier
Alexandra Galston Murray '87
The Very Rev. Gideon Pollach
Fern Senior '97
Bill Sheeline '69
Brian Sweeney
Ji Wang

EXECUTIVE BOARD 2019-2020

Dana Bratti, Co-President
Kristin Dennehy, Co-President
Michael Allegra, Vice President
Marc Lohser, Co-Treasurer
Ji Wang, Co-Treasurer
Brad Ketcher, Secretary
Laura Kang, Head of School

EXECUTIVE COMMITTEE

Jennifer Casey

MEMBERS

Essence Browne
Luke Doan
Beth Godsell
Sandra Graham
George Kakoulides '90
Magda Labonte'-Blaise
Joseph McCartan
Michele Mercier
Rev. Gideon Pollach
Fern Senior '97

BOARD OF TRUSTEES, 2020-2021

EXECUTIVE BOARD

Dana Bratti, Co-President
Kristin Dennehy, Co-President
Brad Ketcher, Vice President
Ji Wang, Treasurer
Magda Labonte'-Blaise, Co-Secretary
Fern Senior '97, Co-Secretary

EXECUTIVE COMMITTEE

Jennifer Casey

MEMBERS

Michael Allegra
Essence Browne
Luan Doan
Leslie French
Sandra Graham
George Kakoulides '90
Joseph McCartan
Michele Mercier
Ted Panebianco '95



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