



**BROWNELL
TALBOT**

EDUCATING LEADERS FOR THEIR WORLD



STRATEGIC PLAN 2019-2023

EVERY STUDENT. EVERY MIND. EVERY HEART.

For over 155 years Brownell Talbot has stood for educational excellence and has offered students a transformative experience. We are proud of our history — and equally excited about our future. Over the past year, members representing all BT constituencies came together to realize a path forward for the school. Through this process, we affirmed our commitment to education and created a strategic plan that focuses on building on our strengths and meeting the challenges of the changing landscape of education.

We understand that learning is a lifelong pursuit, not an easily achieved, packaged product that can be delivered in a few school years. Nothing of lasting value is easily attained. That's why we believe in the legacy of a BT education. Here, students prepare a foundation upon which they will build extraordinary lives: lives with the power to transform our world.

When prospective students and families visit us, we ask them to consider this question: Can a school change who you are, who you will become, and where you will go in life? We believe BT can. BT provides the resources needed for students to become compassionate, empowered, and determined individuals who have the ability and drive to positively impact the world. In the classroom, on sports fields, on stage, and in the Houses of BT — we have always offered diverse opportunities for our students to be known, inspired, and challenged. It is with renewed focus that we now do so more intentionally and in all aspects of the BT experience.

The years between now and 2023 will be both daring and innovative for BT. We are set to live out our mission through one of our most ambitious strategic plans. Although this document proclaims our plan for the future, know that we have already begun. We have the great privilege at BT to inspire and challenge our students and through them transform our world. We invite you to join us on this ambitious journey.

Kristi N. Gibbs
KRISTI N. GIBBS, ED.D.
Head of School



KNOWN. INSPIRED. CHALLENGED.



A compassionate community of diverse learners empowered and determined to reach their unique potential and positively impact the world.

HOW WE GOT HERE

During the 2018-2019 academic year, Brownell Talbot began work on a strategic plan with a long-range view of future school priorities created through a highly inclusive and participatory process.

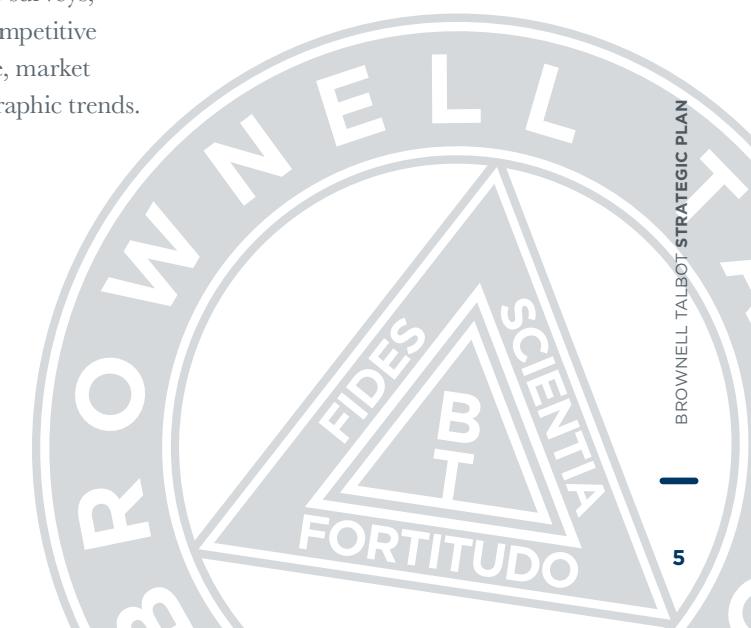
The school organized a steering committee that primarily focused on research, environmental scans, SWOT analysis, committee exercises, and trends in the independent school and the education sector.

Through surveys, the school community — including parents, students, alumni, faculty, and staff — shared their thoughts on priorities for the future at the outset of the process.

In order to build a base of sound information to guide the planning process, the school completed a comprehensive research effort that, in addition to the stakeholder surveys, included analysis of the competitive and educational landscape, market segmentation, and demographic trends.

The strategic planning steering committee worked collaboratively through a series of exercises designed to establish priorities based on the findings of the research. This process culminated in the spring of 2019, with the steering committee developing a small set of priorities for future focus. As these areas were developed, the steering committee expanded on them to outline specific initiatives, action plans, and a series of sequenced priorities.

This work will help guide us as we work to implement the plan over the next several years.





THE BROWNELL TALBOT EXPERIENCE

A rigorous education to thrive in a rapidly changing world

GLOBAL MINDSET

Develop a globally focused curriculum and staff that prepares students with knowledge and skills, including a global mindset, language, and culture, in order to successfully engage with the global community.

CULTURE OF DIVERSITY AND INCLUSION

Become a community leader in diversity and inclusion by having an appreciation for empathy and fostering collaboration between people of diverse backgrounds, thought, and connections.

LEARNING ENVIRONMENTS

Define and become the standard for excellence in learning environments, facilities, equipment, campus safety, and technologies within global education.

STATEWIDE LEADERSHIP

Create the premier globally minded college preparatory school in the region, providing multiple opportunities to prepare our student body for the real world and them individually within the global community.

ENTREPRENEURSHIP AND INNOVATION

Develop an entrepreneurial culture that instills innovative and entrepreneurial-thinking service learning in the Omaha community.

SUMMER STUDY ABROAD PROGRAM

Create a global summer study abroad program for credit.

ENVIRONMENTAL SUSTAINABILITY

Create an environmentally conscious culture that focuses on sustainability and equability, by having a deep understanding of the impact human beings have on the natural world.



Cultivating the skills to build relationships and knowledge to work across cultural differences.



Encouraging an understanding of one's own identity and nurturing a love of BT for life.



OUR COMMUNITY

A defined school identity that attracts and retains globally minded community members

STRATEGIC ENROLLMENT MANAGEMENT

Enhance the seven core areas of SEM at Brownell Talbot, including:

1. Recruitment
2. Admissions
3. Financial aid and net revenue
4. Information management and tracking
5. Marketing communications
6. Retention
7. Research and analysis

STRONG, ENDURING CULTURE

Intentionally cultivate and create a contagious Brownell Talbot culture that our community wants to share with others for life.

DEFINITIVE BRAND IDENTITY

Establish and communicate a definitive Brownell Talbot brand and market it to all generations.

EMPLOYER OF CHOICE

Become the employer of choice in Omaha by creating a culture that engages, supports, and retains diverse and talented educators.



CULTURE OF PHILANTHROPY & SUSTAINABILITY

A sound plan for ensuring the next 150 years

BUSINESS MODEL

Create our own unique sustainable model of philanthropy, financial stability, long-term capital needs, and the recruitment, support, and retention of our human resources.

REVENUE STREAMS

Increase diversification of revenue streams and build programs and relationships that create legacy families, loyalty, and long-term support.

PHILANTHROPIC MISSION

Define and model BT's philanthropic mission.

COMMUNITY ENGAGEMENT

Create meaningful and coordinated relationships with the local community and region (including alumni, colleges and universities, and strategic alliances) and establish outreach and recruitment to broader communities.



Prioritizing empathy and concern for others.



WE APPRECIATE THE TIME AND FOCUS THAT SO MANY OF OUR COMMUNITY MEMBERS INVESTED IN THE STRATEGIC PLANNING PROCESS. A SINCERE THANK YOU TO:

STEERING COMMITTEE

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MISSION AND VISION COMMITTEE

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