

Strategic Vision

BOARD OF TRUSTEES LETTER

Dear Friends of BCA,

Since 1872, Battle Creek Academy has been educating and training young people to minister to others on behalf of Christ and to make a positive impact on those around them. By God's grace, this institution has kept its doors open for 147 years to serve families in the area that desire a Seventh-day Adventist education for their children. This ongoing blessing has required sacrifice on the part of those invested in the cause, but it was made because the benefits received for those attending the school and the local churches outweighed the cost.

Today we face many challenges in maintaining a K-12 SDA school in Battle Creek. The dynamics that have contributed to declining enrollment and the financial pressures that have influenced our current situation could be enumerated, but we serve a God who is bigger than all of our challenges. He can provide the wisdom and the means to keep moving forward as a school if we do so according to His plans: "If any of you lack wisdom, let him ask of God, who gives to all liberally and without reproach, and it will be given to him." James 1:5.

We pray that the constituent church members, student families, alumni, and other supporters of BCA maintain their faithfulness to His cause as we explore and implement new opportunities for funding the operations of the school and increasing the quality of education for all who recognize the value of helping our youth achieve their full potential in service to God and mankind.

Our abiding gratitude,



Mark Penrod
Chairman, Board of Trustees



Dr. Tevita (Dr. T) Tameifuna, MBA, EdD
Principal

SCHOOL HISTORY

In 1867, public school teacher Goodloe Harper Bell was recuperating at the Battle Creek Sanitarium when a group of Adventist boys discovered that he was a teacher. The young boys asked Bell to help them with grammar, writing, and arithmetic. Bell agreed and soon found himself instructing twelve local students. Among the twelve were two sons of James and Ellen White, James Edson White and William Clarence White, as well as John Harvey Kellogg and William Keith Kellogg.

Professor Bell believed that his instruction must coincide with his Adventist faith. When textbooks containing suitable material were not available, Bell hand-wrote lessons for his students. If young people were unable to attend his classes because they had to work during the day, he began providing early morning and evening classes.

Consequently, while Bell continued to operate a successful school, the time and energy he exerted investing in the school started to take a toll on his health. For five years, he persevered. Goodloe Harper Bell was convinced that quality education that met the needs of students was essential.

By the end of those five years, Bell's reputation for conscientious teaching had spread, and enrollment at his school had increased. As a result, the General Conference of Seventh-day Adventists heard the request of Adventists in Battle Creek and took this special school under its wing.

On June 3, 1872, Battle Creek Academy opened as the first Seventh-day Adventist sponsored school.

Mission

To provide a safe, nurturing, Christ-centered Seventh-day Adventist educational program that promotes excellence in our students' spiritual, academic, physical, and social development and prepares them for service in this world and in the world to come.

Vision for Students: "Your Purpose Discovered"

BCA AT A GLANCE

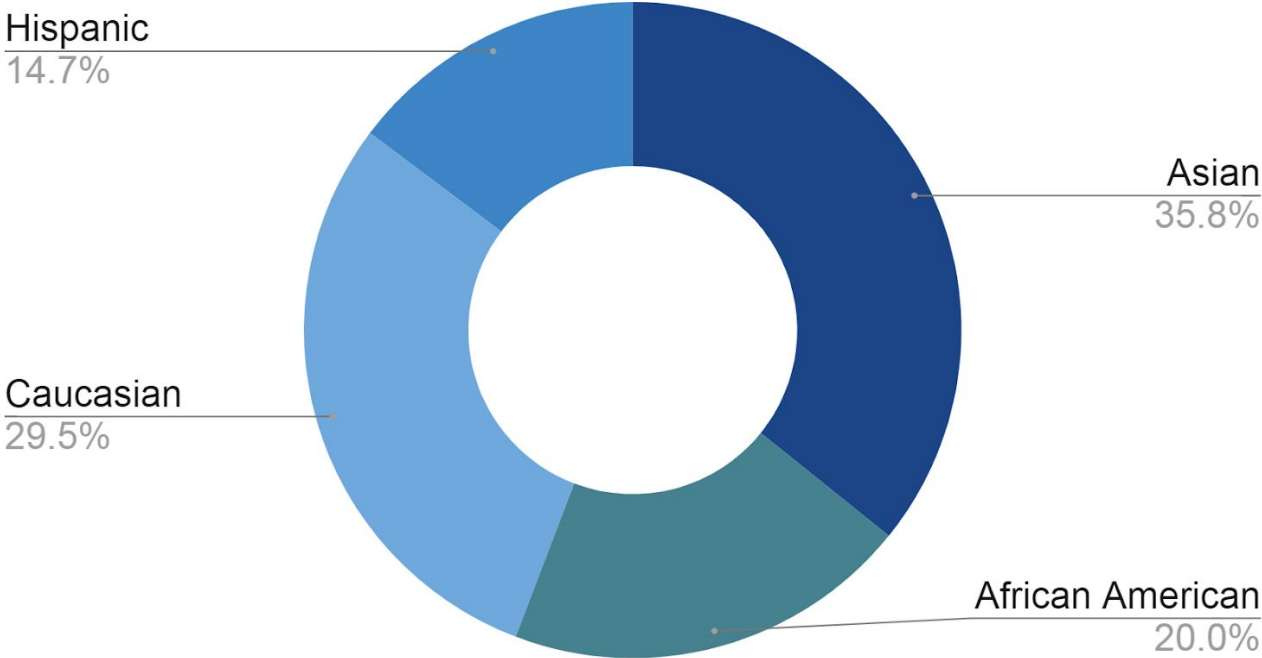
Serving **Grades K-12**

96 Current Enrollment: **27** Secondary / **69** Elementary

Student to Teacher Ratio: Secondary **5:27** / Elementary **6:69**

190 Maximum Capacity with Current Faculty: **96** Secondary / **94** Elementary

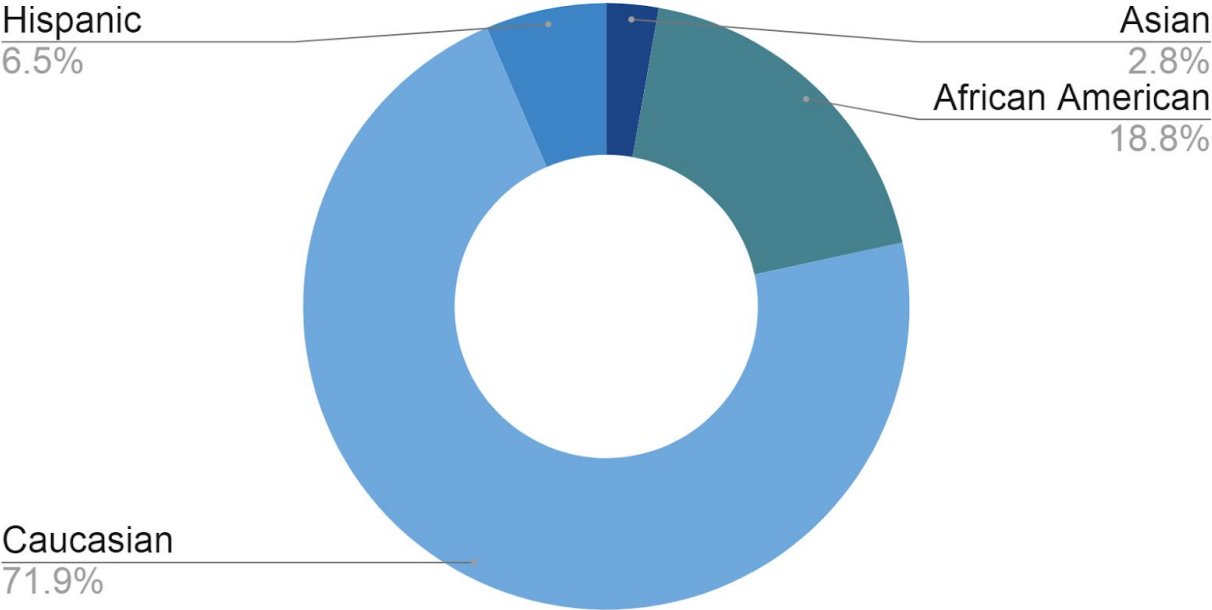
Student Diversity:



INTRODUCTION

Battle Creek Population: **51, 286**¹

Population by Race:



Income Per Capita: **\$23,558**

Poverty Rate: **22.6%** (State of Michigan Poverty Rate: 14.2%)

Number of Private Schools in Battle Creek: **4**

The goal of all teaching is the edification of the spiritual, mental, and physical faculties of each student, recognizing that each is created in the image of God with specific callings and gifts.

¹ All statistics collected from the United States Census Bureau [census.gov/quickfacts/facts/table/battlecreekcitymichigan,US](https://www.census.gov/quickfacts/facts/table/battlecreekcitymichigan,US)

The world is changing rapidly, and the questions we face as a community are becoming more complex. Our goal is to be focused on the capabilities of our students with the intention of cultivating confidence in their God-given abilities.

This document represents the culmination of a comprehensive planning process. Many actions are yet to be set; many decisions are yet to be made; funds must be raised to enable some of these initiatives to come to fruition, and the overarching vision for Battle Creek Academy must be shared. This document is intended to spur discussion in order to refine the plan for the next several years— for five key areas:

- I. Nurturing Spiritual Growth*
- II. Supporting Dynamic Purposeful Academics*
- III. Emphasizing Transformative Healthful Living*
- IV. Cultivating Community*
- V. Building a Sustainable Financial Future*

I. NURTURING SPIRITUAL GROWTH

Our Pledge

Battle Creek Academy is committed to its identity as the flagship educational institution of the Seventh-day Adventist church. The aim is to bring students to the foot of the cross and provide ample opportunities for spiritual growth and study. As the student population reflects the surrounding community and varying worldviews, we must be committed and prepared to provide students with meaningful, Biblically-based truths that can empower them to further develop their understanding of Christ, the Gospel, and their identity as children of God.

Strategic Initiatives

1. To support our students' pursuit of a relationship with Christ.
 - a. Emphasize the importance of mentorship: administrator to teacher, teacher to student, student to student.
 - b. Develop chapel themes that emphasize Christ's love and desire for a relationship with us.
 - c. Create an environment that encourages students to be vulnerable and authentic in their faith journey.

2. To demonstrate active Christianity and participate in acts of service by adopting a model of Total Community Involvement.
 - a. Survey students and discover how they feel most equipped to serve.
 - b. Emphasize spiritual gifts and how to use them to the glory of God.
(Romans 12: 6-8)
 - c. Encourage students to utilize their God-given talents in their church community by participating in the church service, helping in Sabbath School, volunteering for audio visual ministries, taking part in outreach opportunities in the community, etc.
 - d. Invite students to partner with faculty and administration to discover ways to serve the needs of the immediate community.
3. To provide students with a thorough understanding of the Seventh-day Adventist fundamental beliefs and how they point to the Gospel message.

II. SUPPORTING DYNAMIC PURPOSEFUL ACADEMICS

Our Pledge

To meet the current and future needs of the students in our community, Battle Creek Academy is committed to adopting evidence-based learning as the tool to best serve our students and develop their potential. Battle Creek Academy's dedicated faculty continually aim to provide an educational experience that embeds the academy's core values into all facets of its academic programming while emphasizing critical thinking, collaborative problem solving and creative expression to provide a multi-dimensional learning environment.

Strategic Initiatives

1. To embark on a concentrated effort to expand offerings and opportunities for innovation, design, entrepreneurship, communication skills and self-discovery, augmenting BCA's program.
 - a. Provide the framework to ensure individuation with experiential learning for all students.
 - i. STEM-focused programs in elementary, starting with a robotics program in 7th and 8th grade.
 - ii. Digital design class that utilizes design, creative, and marketing skills that can be used to showcase the academy.

- iii. Life-skills class that allows students to learn essential, practical skills that will serve them in everyday life.
- iv. Geothermal greenhouse incorporated onto the academy campus as a core part of the elementary and secondary science curriculum.
- b. Incorporate progressive, interdisciplinary opportunities to explore, inspire, and engage the creativity, curiosity, and activism of students through collaborative studies with real-world applications.
 - i. Total Community Involvement projects that allow students to exercise what they are learning in the classroom in tangible, service focused ways.
 - ii. Career aptitude assessments incorporated in the 7th and 8th grade curricula and continued throughout the secondary curricula.
 - iii. Job-shadowing opportunities identified for secondary students.
- c. Create a campus culture that is as invested in emotional intelligence as it is in academic excellence.
 - i. Flexible, non-traditional learning environments designed for students to optimize their academic potential, including exercise balls, stationary bikes, project corners, reading nooks, etc.
 - ii. “Brain breaks” incorporated throughout the day with short episodes of physical activity, such as stretching or running.
 - iii. Emphasize in the classroom and across campus the importance of fostering self awareness, self management, social awareness, and social skills.
 - iv. Employment of a school counselor who can be an active part of addressing mental and emotional obstacles facing students as they strive toward their full potential.

III. EMPHASIZING TRANSFORMATIVE HEALTHFUL LIVING

Our Pledge

Battle Creek Academy recognizes the need to ensure that students feel both free and safe to take meaningful risks. Knowledge of and belief in oneself, perseverance, and passion are all elements we seek to foster in our students—providing each with the confidence, courage, and skills they need to succeed in life. We believe that the keys to accomplishing these goals are to incorporate holistic physical activity and healthy living to build up

students' mental and physical agility. It is vital that we offer students a rigorous and enjoyable physical education. Psychiatric research concludes that frequent, moderate-to-high intensity cardio permanently improves not only physical health, but also mental and psychological health.

Strategic Initiatives

1. To incorporate NEWSTART and the Adventist Health Message into our curriculum at every grade level, including functions and fundraisers put on by the school.
 - a. Creation Health Curriculum.
 - b. Jump Rope for Heart Program.
 - c. Food Fair Fundraiser.
2. To incorporate outdoor education opportunities.
 - a. Lesson plans that call for time in nature.
 - b. Use of local resources that offer outdoor educational experiences and opportunities (i.e. Leila Arboretum, Binder Park Zoo, Ott Biological Preserve).
3. To bolster physical education and the time designated to meaningful physical activity across our community.
 - a. Fitbit challenges (for students and staff who have the device).
 - b. “Brain breaks” for physical activity incorporated throughout the school day to give students the opportunity to move and re-energize themselves for the next lesson or subject.

IV. CULTIVATING COMMUNITY

Our Pledge

Battle Creek Academy is a community in which all constituents can contribute to the fulfillment of our mission, each benefiting from the full and enthusiastic participation of the others. Building and sustaining connections and philanthropic support with and among our students, faculty and staff, families, alumni, donors, and local and global community enriches and improves the learning environment and experience of students.

Strategic Initiatives

1. To adapt an active model of Total Community Involvement.
 - a. Students will spend one afternoon per week addressing an immediate community need. We will partner with the city to help identify projects or issues BCA students can help address.
2. To unite in mission and strengthen the camaraderie between our most important support systems: parents, faculty, constituency members, alumni, and donors.
 - a. Parents
 - i. Work in partnership with BCA's faculty and staff.
 - ii. Uphold the school culture in a manner that is guided by a common understanding of the mission and core values.
 - iii. Demonstrate their commitment to the school through their volunteerism, advocacy, dialogue, and other means that promote the best interests of the students.
 - b. Faculty and Staff
 - i. Model the core values of the academy.
 - ii. Support the mission.
 - iii. Collaborate effectively with colleagues and with parents for the betterment of the students.
 - iv. Foster a mutually supportive environment.
 - v. Show commitment to personal and professional growth and development.
 - c. Constituency Members
 - i. Partner with BCA to share the importance of our Seventh-day Adventist community.
 - ii. Demonstrate the power of a united church and academy for the advancement of Christ's kingdom.
 - d. Alumni
 - i. Engage in academy life.
 - ii. Serve as ambassadors of the institution.
 - iii. Actively further the mission and vision of the academy through their involvement, advocacy, and philanthropic support.
 - e. Donors
 - i. Exhibit their commitment to Adventist education.
 - ii. Become integral stakeholders in the present and future of BCA by providing philanthropic support.

3. To promote the PFE and Assist intergenerational mentorship program sponsored through Southern University.
4. To plan homeschool days and invite families who homeschool their children to participate in activities and programs offered at BCA.
5. To invite church leadership to take part in school events and interact with students on campus.

V. BUILDING A SUSTAINABLE FINANCIAL FUTURE

Our Pledge

Battle Creek Academy aims to operate with a prudent and long-range financial plan in order to ensure the school's fiscal health, including—but not limited to—its ability to support institutional objectives and strategic initiatives, to steward its resources wisely and to provide the necessary financial aid opportunities that families rely on in order for their students to attend and receive a quality Christian education.

Strategic Initiatives

1. To monitor and balance expenditures carefully.
2. To ensure that the campus, facilities, and physical plant support and enhance education and the student experience.
3. To expand other sources of revenue through ancillary programs and industry.
4. To significantly strengthen and sustain increased philanthropic support by creating a culture of philanthropy at BCA.