



**MITCHENER  
UNIVERSITY ACADEMY**

3 Year Strategic Plan

## **Our Mission**

Mitchener University Academy is a private non-public educational institution offering sound secondary education for low-income students and students with disabilities. Mitchener University Academy is a program designed with a primary focus to help students cope with developmental disabilities through therapeutic interventions, social skills training, being exposed to a productive and supportive environment, and taking a proactive approach to helping each individual student with reaching their individualized goals. Mitchener University Academy shall provide such education by giving all students an opportunity to learn, be expressive and creative, build a real-world outlook and ensure character, social skills and comprehension development is demonstrated in each student.

### **We will accomplish the mission by adopting the following principles:**

- Provide therapeutic treatment specifically for each diagnosis.
- Be patient with each student throughout the implementation process.
- Maintain a high level of customer service.
- Demonstrate professionalism at all times.
- Be respectful of the rights of each student.
- Keep student information confidential at all times.
- Work as a cohesive unit with staff and supporting school system.

# **Our Core Values**

## **Self Esteem**

We will encourage all students to respect themselves and tap into their personal value and be great.

## **Understanding**

We will help our students understand the importance of obtaining a higher education degree and how it will impact their future.

## **Character**

We will encourage each student to develop the skill set to build character through patience, perseverance and persistence.

## **Creativity**

We will teach our students to think outside of the box and let their creative senses take them to the next level of success.

## **Empowerment**

We will empower our students to overcome their circumstances and be champions of change in their lives one day at a time.

## **Self- Reliance**

We will show our students how to rely on their self-will and believe in themselves to achieve greater heights of accomplishment.

## **Self-Motivation**

We will motivate our students to learn to be positive role models through academic performance and community involvement.

## **STRATEGIC TARGET I**

Establish a firm market position for Mitchener University Academy as a prominent proprietary secondary institution in Eastern North Carolina

### **Goal 1**

Brand Mitchener University Academy with a unique market position of being the first proprietary secondary institution to be based in Eastern North Carolina

1. Develop a grassroots marketing campaign with stakeholders and third parties that promote the mission and recruit strong prospective students.
2. Coordinate marketing efforts in print, internet-based advertising, radio, and social media to advertise in the marketplace.

### **Goal 2**

Establish a network of referral sources to increase enrollment of prospective students.

1. Effectively market to our target market through various marketing activities.
2. Establish geographical regions throughout the State to increase brand awareness to our target market.

## **STRATEGIC TARGET II**

Obtain an initial five (5) year to ten (10) accreditations from the Middle States Association Commissions on Elementary and Secondary Schools

### **Goal 1**

Increase the proficiency of all academic and non -academic activities to support accreditation efforts.

1. Access student records to ensure past and present students are actively engaged in the data gathering process.
2. Conduct quality assurance processes to gather stakeholder feedback.

### **STRATEGIC TARGET III**

Enhance the academic programs to meet the needs of the student population.

#### **Goal 1**

Increase the proficiency of all academic and non -academic activities to reach underserved populations.

1. Create custom course delivery to address the deficiencies in the homes of current and prospective students.
2. Monitor the effectiveness of the program delivery options.
3. Evaluate the impact of growth in student enrollment and retention due to differentiation of content delivery.