



Vision and Planning Checklist

- I have a vision statement I feel good about. It tells exactly what my top priorities are.

- I have some demographic information on my market.
 - I know what other options are out there, what is succeeding, and where there are gaps.
 - I've written down what I think the people who live nearby don't have and made note of what they are willing and able to pay for.

- I have some anecdotal information.
 - I've talked to a few people who have told me what they wish they had access to philosophically, financially, etc...so



Vision and Philosophy

Do you have a vision? This should include your philosophy of education!

Who do you want to serve? And with what?

Write a Vision Statement in a couple sentences or less. Make sure it includes your TOP priority(ies)!



Market Research

- Assess your market.
 - How dense is the population?
 - What is the prevailing socioeconomic class?

- What is your competition?
 - Are there other hybrid schools around?
 - Are there other schools using your educational pedagogy (or a similar one)?
 - How well are they doing? (Do they have waitlists? Are they struggling?)
 - Are they private? What is their tuition?
 - Are they charter schools? Do they have a waitlist?
 - If you are serving younger kids, how are area preschools doing?
 - Do they have waitlists?
 - Are there any that are 'different'? How are they doing?
 - What is the tuition?

- Get some anecdotal information.
 - Talk to friends, social media, a focus group...ask what they think of their options? What do they wish they had for their kids?

Summarize what you know about your market. What do people wish they could access?

Remember this is not to distract you! It is only to inform you so you build a program your market wants and can pay for.



Model Brainstorm

Remember you don't have to stay married to the first brainstorm of your model. You might start with your ideal and then modify some parts of it. Maybe 3 days for 36 weeks is going to be too expensive. Can you do shorter days? Or a shorter school year to cut down on costs?

Come up with a couple ideas and try to picture what they would look like in real life and ask yourself if the market will sustain your idea based on other choices people have and what they appear to want (based on nearby programs that are flourishing or struggling or simply not in existence).

- How many days a week make sense?
- How many hours per day?
- How many weeks a year?
- What subjects will you offer?
- How big will your classes be?
- What is your tuition limit?

Tips:

- Stick to your vision! Just remember to mold it to your market.
- An area with more people and more money will likely support higher tuition and more days.



Examples

Vision Statement Example: *We will serve PreK-6th graders with history, art, music, science, and literature classes based on Charlotte Mason's pedagogy. Short lessons, nature study, and playtime will be top priorities.*

Market Description Example: *My area is rural and working class. There are no hybrid programs in the area. The only private schools around are further away and/or are expensive (10k or more). The only options within a half hour drive are public schools and a couple homeschool cooperatives. People are telling me they really want less academic pressure and a community.*

Application: This market probably needs an affordable hybrid program of any pedagogy. May want to keep costs on the lower end and offer maybe a 2-day program at about \$3000 or less (slightly shorter days or shorter school 'year' can save money) or even a 1 day program.

Structure Example:

Two days a week, 30 weeks, for six hours each day. Tuition needs to stay around \$2500 per year. Subjects will definitely be humanities and sciences. Math and reading instruction is important to cover in some capacity. Classes will be divided by grade level. Math and reading will have suggested curricula for home but other subjects will not.