PARTNERSHIP PROPOSALS FOR CHRISTIAN UNIVERSITY PRESIDENTS

Ten Things Christian Colleges Can Do to Help NCSA Schools

Plus five high-impact gestures that cost less than $200 per campus.

Josh Roberts, Alabama Christian Academy

A SHARED STAKE

The students who will shape your campus culture are already being formed in our schools.

They lead worship, run team devotionals, take academic Bible classes and pray publicly. Our students today are the students that parents email you about saying, “She was the roommate I was praying my daughter would have” or “he is the friend that I’ve been praying would be a positive influence for my son”.

Ten Ways to Partner

01 Christian leadership scholarships

02 Teacher Training & Production

03 Education Freedom Tax Credit

04 Board Training

05 Dual enrollment partnerships

06 Venue sharing

07 Open your games to our families

08 Youth ministers and ministries

09 Educator longevity scholarships

10 Student volunteers

01

INVEST IN STUDENTS

Create Specialized Leadership Scholarships

A disproportionate number of our most mature Christian leaders come from households that cannot afford a private, Christian university.

THE ASK

Fund tuition plus room and board for a small, carefully selected cohort of proven NCSA leaders.

01 · LEADERSHIP SCHOLARSHIPS

Highest Reward, Lowest Risk

They carry your mission

They already lead worship, devotionals and public prayer, and they bring it into your halls and clubs.

They fill roles you already fund

Tie the award to service as an RA, Campus Ministry Intern or Campus Recreation worker.

Their families become advocates

Grateful parents become your most effective voices in their churches and communities.

Make the application thorough. Keep academic thresholds modest. Let leadership and faith carry the weight.

01 · LEADERSHIP SCHOLARSHIPS

You want me to learn from who?

George Soros pioneered a highly effective model of creating leaders – some of whom now go by Senator-elect and Governor-elect. His organizations identify leaders in high school and invest in them through undergraduate and graduate scholarships to ensure that they get the leadership opportunities needed to reach their potential – and they emerge from that investment energized, evangelical about their beliefs, resilient, and ready to fight for what they believe in. Christian colleges ought to use the same model to invest in future Christian leaders.

Create an application process, make it thorough, and test NCSA schools. Invest in a small group of students that are already prepared to supercharge the spiritual maturity of your student body. Create full tuition scholarships for Christian leaders and remove top quartile academic standards from them. You'll create pathways for the strongest leaders with the most mature faith supported by families that will be effective and grateful advocates for generations.

02

EQUIP EDUCATORS

Produce and Train Christian School Teachers

You produce excellent educators, but the system too often points them toward inner-city placements, Teach for America and similar paths.

THE ASK

Openly and intentionally champion the calling of teaching in a Christian school. After all, teaching in a Christian environment is exactly what your professors have chosen.

03

AMPLIFY

Platform the Education Freedom Tax Credit

$1,700

maximum tax credit for a gift to a scholarship-granting organization

95%

of an NCSA school's existing families could qualify for scholarships

THE ASK · OPERATIONAL IN JANUARY

Publicize the credit to your mailing lists and alumni networks.

04

EQUIP LEADERS

Lead Board Training

Board training today means book studies (tiresome), webinars (boring) or consultants (expensive). A university president is the antidote to all three.

> *"5 Things I Wish Christian Boards Did Better"*
>
> *"3 Mistakes to Avoid in Board Membership"*
>
> *"4 Best Practices to Translate Your Vision Into Culture"*

THE ASK

Prepare one 45 to 75 minute session and offer it to a local NCSA board.

04 · LEAD BOARD TRAININGS

Choose the right audience

The reality is that if a Christian college President speaks in chapel…it might generate a few days worth of conversation, but it'll also inevitably generate some negativity. (There's a small percentage in every school that will complain about any chapel speaker.) But if a Christian college President speaks to a K-12 School Board and equips them with insights into Board service, then those Board members will speak highly about that experience for years and years.

Your experience as an executive is almost certainly the perspective that a Head of School/President wants their Board to be educated from. This type of training can be highly beneficial, done live in person or online, and allows your passion and expertise as an education leader to be seen by an audience that values it and has the capacity to grow your reputation.

05

INVEST IN STUDENTS

Build the Right Dual Enrollment Partnerships

Our Lifetime Wellness partnership with Faulkner, now in year two, has no prerequisites and transfers for every graduate.

THE ASK

Offer universally required courses: Communications, a foreign language, Fine Arts.

05 · THE RIGHT KIND OF DUAL ENROLLMENT

Solve the Pain Points in Accreditation Required Curriculum

Christian universities have long done a great job providing dual enrollment credit for literature, language, math, and histories. Alabama Christian Academy is currently in our second year of a dual enrollment partnership with Faulkner for Lifetime Wellness. Every NCSA school should have a partnership like this.

3 hours of Lifetime Wellness (or equivalent) is a course that is required by all regional accreditation bodies and we can offer it without any academic pre-requisites (which means that 100% of our students graduate with college credit and 100% of our students graduate with at least 18-months of being a student in the Faulkner system). Lifetime Wellness is a course that all of our graduates can transfer into any college. Other key dual enrollment courses that fill similar functions may include Communications, Spanish (or another foreign language), and (depending on your accreditation and core curriculum requirements) a Fine Arts course.

06

OPEN YOUR CAMPUS

Share Your Venues

Theaters, concert halls and stadiums are hard and expensive for NCSA schools to access. Students doing what they love on your campus is the best marketing there is.

THE ASK

Host a choral festival or a girls' volleyball or basketball tournament at low or no cost.

06 · VENUES CREATE EXPERIENCES, EXPERIENCES CREATE THE STRONGEST BONDS

Share parts of your campus that K-12 schools don’t have

Theaters, Auditoriums, Concert Halls. Stadiums. These are all high-impact venues that NCSA schools have a hard (and expensive) time providing access to for their students. When your campus hosts a choral festival for NCSA choruses, a volleyball or basketball tournament for girls’ sports, or similar events (at low or no costs), you are meeting an immediate need of these programs., fostering collaboration and comradery among the schools, and marketing your campus experience in the highest-impact method possible: these students are engaging with an activity they love on your campus.

07

OPEN YOUR CAMPUS

Open Your Games to Our Families

Our families are always looking for low-cost, family-friendly outings, and most of them love sports.

THE ASK

Invite our teams and give NCSA students free admission to at least some of your games.

07 · FREE ADMISSION TO ATHLETIC EVENTS ATTRACTS THE RIGHT FAMILIES AND FANS

What kind of fan do your athletes want cheering for them?

When you have excess capacity at athletic events, designating them as free events for NCSA families can attract loyal, enthusiastic fans that care about your athletes. They'll cheer hard, buy concessions, and become the types of fans that follow your teams on social media, thank your coaches when they see them at the grocery store, and bring enthusiasm to your crowd.

08

EQUIP LEADERS

Strengthen Youth Ministers and Youth Ministries

After parents, no partner matters more to a K-12 school than a healthy, mature local youth minister.

THE ASK

Invest in youth ministers, especially young ones, through training, mentoring and support.

09

EQUIP EDUCATORS

Offer Longevity Scholarships for Christian School Educators

Tuition remission keeps great teachers, but they lose it the day their child graduates.

THE ASK

Create a scholarship for children of educators with 10+ years at the NCSA school they graduated from.

09 · LONGEVITY DISCOUNTS

It’s kind of like paying an influencer

Among the best employee recruitment and retention tools that K-12 schools have is our tuition remission benefit, but when a child graduates from high school, that educator loses the benefit. It would speak volumes and create a win/win for Christian colleges to have additional scholarships offered exclusively to educators that have worked for 10+ years at their current NCSA school, have a child that graduated from that school, and are currently employed by that school.

Your campus would be investing in a family that is proven (longevity), influential (maintained same employment for 10+ years), and has the capacity to send other families to your school (currently works in an NCSA school).

10

SEND YOUR STUDENTS

Send Your Students to Serve

Sports Management	Shot clocks, chain gangs, concessions, athletic operations
Marketing	Social media for Lower School plays and special productions
Social clubs	Service hours at Field Days and Serve Days

THE ASK

Turn our needs into your students' practicums, projects and service hours.

10 · STUDENT VOLUNTEER OPPORTUNITIES

Safe, convenient real world experience

Every NCSA school in your area has ample opportunities for student volunteering. All of your Sports Management majors need event production practicums and most NCSA schools need help with running basketball shot clocks, football chain gangs, filming practice, concessions workers, and athletic operations assistance. Your Marketing majors need real world projects and every NCSA school will have Lower School plays, Grandparents' Days, or special productions that don't get the marketing and social media support they deserve. Field Days and Serve Days are excellent opportunities for social clubs to gain volunteer hours and make a big difference.

5 Bonus Marketing Ideas

High impact, experiential driven K-12 marketing that costs less than $200/campus

SMALL COST, OUTSIZED GOODWILL

Five Gestures Under $200 per Campus

Gesture	What it takes	Why it lands
Alumni-led prayer meetings	About $200 a year ($25 × 8 months)	Launches the fathers', mothers' and student prayer gatherings our faculty members (your alums) long to host
Innovative teaching awards	A small gift card or cash gift	Gives school leaders a way to honor teachers in front of an influential audience
Mascots in carline	One morning visit	A childhood memory for Lower Schoolers and dynamite social media content
Dry erase markers	A box in your school colors	Arrives in November or March, exactly when every teacher runs out
Pamper the receptionist	A care package of office supplies	Your colors on the desk of the person parents talk with most

01 · ALUMNI LED PRAYER MEETINGS BEFORE SCHOOL

How much is it worth to your school to be the institution that families associate with prayer gatherings?

For $200/year, you can support an alum at an NCSA school to lead a monthly prayer meeting ($25 of coffee and donuts, 8 months/year). Fathers Prayer Meetings, Moms Prayer Meetings, Student Prayer Meetings, Community Leader Prayer Meetings – these are all huge difference makers that NCSA employees often desire to host, but that need small amounts of funding to launch well.

02 · SPONSOR AWARDS

How much is it worth to your school to be the institution that teachers associate with rewarding extra mile care or innovation in the classroom?

Sponsoring small gift cards or cash gifts to create the “Classroom Innovator of the Year” award at the end of the year faculty awards lunch or the “Extra Mile Award” to be given out at the Christmas banquet all excellent and low-cost ways to gain public recognition in front of a highly influential audience. Heads of Schools and Principals never have enough opportunities for educator recognition. Providing awards to teachers solves administrator problems and demonstrates dedication to excellence in teaching.

03 · MASCOTS IN CARLINE

Disney theme parks make billions each year off this principle – nothing delights a child like an oversized costume.

If you want to create memories for students that will last their entire childhood while also creating dynamite social media content – send your mascot to greet Lower School students in the morning. Bonus points if you can send a cheer team or drumline.

04 · SOLVE THE DRY ERASE MARKER SHORTAGE

”Love is the accurate estimate and adequate supply of another person’s need.” Dick Foth, President emeritus, Bethany College

Almost every teacher goes through a dry erase marker shortage halfway through the semester. Imagine the appreciation that is created when a box of dry erase markers (in your school’s colors!) arrive in the teacher work room in November or March with a note about supporting teachers.

Little things like knowing what teachers need and when they need them demonstrate commitment and support.

05 · PAMPER THE RECEPTIONIST

Who has the most opportunity to naturally bring up topics and invite parents to consider things that had previously never considered?

The person with the most amount of unstructured, parent-focused time is the receptionist.

The receptionist is tasked with entertaining parents as they wait for appointments, wait for a child to picked up, drop off assignments, or wait for meetings. It's always small talk.

Put together care packages for the receptionists that your on-campus recruiters can give away – sticky notes, paperclips in school colors, ink pens, general office supplies – these will all be used in high visibility areas by people that have the time to ask themselves, "What would life be like if my child went to college there?" Ask your on-campus recruiters to examine the layout of the schools they visit and determine who would highlight your school's materials the best.