

PRIORITY OBJECTIVES

Goals that are crossed off are completely met.

Goals in Yellow have been partially met or are written into the communications plan in a way that prohibits a conclusive quantitative determination of progress.

Goals in Red have not been met.

Trust is maintained and enhanced through 7Cs of communications

- Family trust 89% or higher on *trust* survey question (89% in 2021, 96% 2023)
93.7% of families report that they find the communication from the school trustworthy in a spring 2024 survey.
- Employee trust 89% or higher on *trust* survey question (89% in 2021, 97% in 2023)
94.5% of staff report that they find the communications from the school trustworthy in a spring 2024 survey.
- Website and newsletter reading levels are Grade 8-9 (Grade 13 website content in February 2022).
The content of newsletters is measured and is generally kept below a 9th grade level. For example, the content of the February, 2024 Nova News was at a 7.6 level on the Flesh-Kincaid Grade Level Scale. The main landing pages of the website are below the 8-9th grade level, with the homepage being at 4.7 on the Flesh-Kincaid Grade Level Scale. In addition, recently content added to the webpage meets this standard such as the new material posted about the virtues (7.2) and School of Grammar (6.0). However, there continues to be documents linked further into the webpage that are above this reading level.

Families and employees experience consistent communication throughout the year, based on the editorial calendar

- Maintain or increase average open rates in Smore Grammar Gazette, The Herald, Nova News
The communication plan calls for the newsletters to be texted to families and doing this removed the functionality needed to determine open rates as there are not unique URL links texted to each individual. In the middle of FY24 we discontinued the practice of texting families the newsletter which has allowed us to track both overall opens as well as open rates.

The last newsletter sent prior to the communications plan was sent in March of 2022 and had exactly 1000 opens with a 59.5% open rate.

Communication	February 2023 Opens	February 2024 Opens	February 2024 Open Rate
Nova News	818	997	70.5%
Grammar Gazette	805	499	70.2%
Upper School Herald	364	539	66.1%
The Torch	373	843	60.1%

- ~~Regular communication leadership meetings occur to collaborate on messaging and follow editorial calendar~~
Meetings are held the last Thursday of every month.
- Families report 87% or higher on *helpful* survey question (83% in 2021, 87% in 2023)
75.4% of families report that communications from Nova Classical are helpful on a spring 2024 survey (19.1% were neutral, 5.4% disagree)
- ~~Employees report 85% or higher on *helpful* survey question (81% in 2021, 75% in 2023)~~
85.2% of staff report that communications from Nova Classical are helpful on a spring 2024 survey. (9.3% were neutral, 5.6% disagree)

Families, community members, and prospective families are aware of Nova Classical Academy opportunities

- Retain 95% of current Lower School students and 85% of current Upper School Students (enrolled as of January 1, 2022) for the 2022-23 school year
Nova Classical Academy saw the following retention rates for 2023-2024:

	22-23	23-24
Kindergarten	NA	NA
1st Grade	96.3%	96.3%
2nd Grade	96.3%	95.1%
3rd Grade	96.3%	96.3%
4th Grade	97.5%	97.6%
5th Grade	97.5%	93.8%
6th Grade	96.3%	94.2%
7th Grade	94.3%	95.2%
8th Grade	95.0%	93.7%
9th Grade	93.7%	85.0%
10th Grade	97.5%	92.3%
11th Grade	96.2%	93.2%
12th Grade	97.1%	91.8%
All Grades	96%	94%

Key stakeholders express confidence in plan

- Families report 70% or higher on *strategic initiatives* survey (65% in 2021, 78% in 2023)
71.8% of families report that they have the information they need about strategic initiatives in a spring 2024 survey. (15.5% report they do not have the information they need and 12.7% are unsure)
- ~~On an annual employee survey, 80% of employees report confidence in the direction the school is heading (81% in 2021, 88% in 2023)~~
83.9% of staff report confidence in the direction the school is heading in a spring 2024 survey.

Families, employees, and community members use the Nova Classical Academy website as a primary source of reliable information

- ~~90% of information emailed in newsletters can be found quickly on the website~~
Recent heat map data from our website indicates that the average user on our website visits 3 pages and spends a total 5 minutes and 53 seconds on the site indicating that they quickly find and utilize what they are looking for. In addition, of the more than 10,000 visits to the website in the past year, only 7 resulted in “rage clicks” which are repeated clicks which often indicate a user being frustrated with the website.

FY24 & Beyond Objectives

A customer service approach is the standard across all areas of operation

- ~~All front-line employees receive formal customer service training on a continuing basis~~
Training was provided for all external facing positions during 2023.
- ~~Enrollment journey is defined with all touchpoints and key messages~~
Nova’s Enrollment webpage contains consistent messaging and an enrollment timeline highlighting the process.
- Employee journey is defined for proactive efforts in recruitment, hiring, onboarding and retention
Work for this will occur during our strategic plan work related to goal 9 and should be finished by the end of 2025.
- ~~Customer service effectiveness is monitored through the use of recurring secret shopper research.~~
In the spring of 2024, Nova Classical engaged CEL PR to undertake a brief project aimed at conducting secret shopper research to assess the efficiency of our customer service.