

FAITHFULLY LEADING INTO THE FUTURE

BRAZOS CHRISTIAN SCHOOL

Brazos Christian School Strategic Growth Plan 2026-2031

Dear Brazos Christian School Family,

For more than four decades, God has faithfully guided Brazos Christian School, and His provision continues to shape every chapter of our story. As we look to the future, we do so with deep gratitude for where He has brought us, confidence in the mission He has entrusted to us, and excitement for the opportunities that lie ahead.

This Strategic Plan represents far more than a collection of goals. It reflects our shared commitment to pursue excellence in Christian education while remaining firmly anchored in our mission to train, equip, and educate students to impact the world for Jesus. As our community and the educational landscape continue to evolve, we believe faithful stewardship requires both steadfast conviction and thoughtful innovation.

Throughout this process, we intentionally listened to the voices of our school community. Parents, students, faculty, staff, alumni, board members, and friends of Brazos Christian School generously shared their perspectives through surveys, interviews, and collaborative discussions. Those conversations, coupled with prayerful discernment and careful analysis, helped shape the priorities outlined in this plan.

The result is a clear and purposeful roadmap that honors our heritage while preparing us for the future. It establishes a framework of long-term strategic priorities and short-term tactical initiatives designed to strengthen our academic programs, cultivate authentic Christian discipleship, invest in exceptional faculty and staff, enhance the student experience, and ensure the long-term health and sustainability of our school. Most importantly, this plan is an invitation. The future of Brazos Christian School will not be built by a single leader or board, but by a community united around a common mission. We are grateful for your partnership, your prayers, and your continued investment in the lives of our students.

We are excited about what God has in store for Brazos Christian School. Together, with faith, wisdom, and unwavering dependence on Him, we look forward to the next chapter of His work through this remarkable community.

In Christ,



Bill Bridges



Clint Dempsey

MISSION


Training, equipping, and educating students
to impact the world for Jesus!

CULTURAL EXPECTATIONS

Our commitment to excellence is defined by a culture of consistency, seeking to ensure that every interaction delivers a predictably high standard of quality. We intentionally cultivate an environment anchored in enduring patience, deep trust, and relentless hope for one another and those we serve. By living out these expectations daily, we create a reliable, highly engaging experience that unites our community and reflects who we are as Christian educators. We commit to hold ourselves accountable to the following expectations.

FAITHFUL

We are anchored in Christ, so our words and actions align with integrity on and off campus. We stay all in for the mission by leading through humble service, connecting daily work to eternal purpose, and letting gratitude shape our outlook.

TEACHABLE

We give credit freely and welcome feedback without defensiveness. Curious and always growing, we ask good questions, reflect regularly, and roll with change calmly.

ENGAGED

We put students first and bring real energy to our work. As self-starters who show up fully, we offer fresh thinking and practical solutions.

RELIABLE

We are rock solid. We do what we say we'll do. We are ready every day, with systems that keep things running smoothly. We finish strong, own our work end to end, and communicate in a timely way.

PROFESSIONAL

We are clear in our work and tone, steady under pressure, and exercise professional discernment. Fully trustworthy and impartial to everyone, we master our craft.

KIND

We are compassionate, patient, and persistent, bringing a positive presence to our work. We build others up, invest in people, and cultivate unity by addressing conflict directly according to Matthew 18, seeking restoration over division.

SCHOOL HISTORY

1980: A Vision Begins

A small prayer group from First Baptist Church in Bryan, Texas, began seeking God's direction for establishing a Christian school where biblical truth would be integrated into every subject and every school day. Through prayer, planning, and countless hours of dedication, the Gardner, Lawless, Lundberg, Reese, and Shellenberger families laid the foundation that would become Brazos Christian School.

1981: Opening Day

Brazos Christian School opened its doors on the campus of United Free Will Baptist Church on Tabor Road. Three classrooms welcomed the school's first 17 students—four kindergarteners and 13 students in grades 1–6.

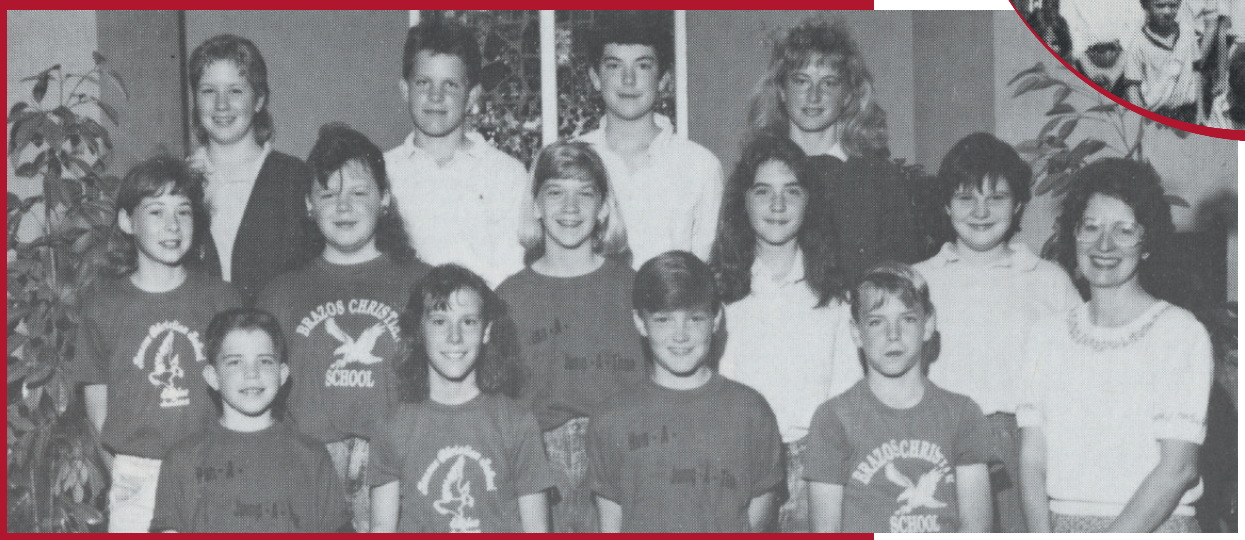
1982: Rapid Growth

Enrollment increased to 69 students in just the school's second year, prompting a move to the campus of Grace Bible Church.

1983: A Growing Community

By its third year, enrollment had reached 129 students. To accommodate this remarkable growth, eight portable classrooms purchased from Snook ISD were installed around the Grace Bible Church gymnasium.





1992: A Lasting Legacy

Trina Rigsby joined Brazos Christian School as librarian, nurse, and office manager. Her passion for reading inspired generations of students and helped establish a culture of lifelong learning. Following her passing in 1996 after a courageous battle with cancer, the school's library was dedicated in her honor, recognizing both her service and the many contributions of the Rigsby family to Brazos Christian School.

1994: A Permanent Home

Brazos Christian School moved to its current campus on approximately 30 acres on West Villa Maria Road, providing room for future growth and expansion.

1999: First Graduating Class

Brazos Christian School celebrated its first commencement ceremony as five seniors became the school's inaugural graduating class.

2008: Campus Expansion

The school added a gymnasium, football stadium, and additional parking, enhancing both athletics and campus life.

2010: High School Growth

New portable classrooms were added to serve the expanding high school program.

2018: Building C Completed

Construction of Building C was completed, providing additional classroom space for continued enrollment growth.



2020: Athletic Facilities Enhanced

The football field was renovated with new artificial turf, creating a premier athletic facility for student-athletes.

2021–2024: Elementary Expansion

Kindergarten through 4th grade sections were added to meet increasing enrollment.

2024: Sports Performance Center Opens

The Sports Performance Center (SPC) opened in August, expanding opportunities for student activities, athletics, and community events.

2025: Building C Expansion

In January, a new wing was added to Building C, creating additional instructional space.

2025–2026: Performing Arts Center Opens

The new center provides innovative space for choir, band, and theater.

2026: Enhanced Campus Accessibility & Safety

Over the summer, we completed covered walkways and awnings across campus, improving accessibility and protecting students, families, and staff from the elements.



PATH TO A PLAN

The planning journey started in fall of 2025 with strategic planning meetings led by the BCS head of school and School Growth, LLC. The phases were mapped out in a meaningful way to incorporate input from the Board of Trustees, school leadership, school families and the community.

TIMELINE

Phase 1: Training & Assessment: Nov. 2025
- Planning Team & Schedule
- Leadership Retreat

Phase 2: Data Collection & Analysis: Nov. 2025-May 2026
- Enrollment Data
- Accreditation Review
- Surveys
- Financial Review
- Competitor Research
- Talent Audit & Analysis
- Focus Groups

Phase 3: Strategic Context: April-May 2026
- Empathy Map
- SWOT Analysis
- Strategic Context Summary

Phase 4: Plan Creation: May-July 2026
- Vision & Compelling Narrative
- Strategic Priorities & Goals
- Assets & Resources

Phase 5: Presentation & Project Tracking: Sept. 2026
- Final Draft Review
- Board Approval
- Faculty Presentation
- Public Presentation

STRATEGIC GROWTH PLAN COMMITTEE

Executive Leadership Team

Bill Bridges, Head Of School
Risa Young, Asst to HOS/HR
Wendee Binford, Principal of LS/RS
Kerry Chambliss, Principal of GS
Mary Woods, Director of Guidance
Brian Thrift, Athletic Director
Jori Rodriguez, Director of Admissions
Isabel Gallup, Director of Philanthropy
Wendy Hall, Director of Finance
Dallas Tolson, Communications Coordinator

Board Members

Clint Dempsey, Board Chair
Kara French, Board Vice Chair
Cami Bethancourt, Board Secretary
Ria Williams, Board Treasurer
Andrew Middleton, Board Member
Michael Perkins, Board Member
Will Reed, Board Member
Baili Rhodes, Board Member

DATA LEARNING

Led by the Strategic Growth Plan Committee, we employed a data-driven approach in our planning that incorporated both multiple internal perspectives (staff, teachers, parents, and students), and external perspectives (competitive and community data) to more accurately understand the needs and opportunities within our target market. By examining trends in enrollment, capacity growth, academic performance, demographic projections, etc., we strived to move beyond confirmation bias to more accurately pinpoint where improvements are needed and reveal potential areas for innovation.

First and foremost, we committed to listening to our own stakeholders to learn and explore how we can build on our successes and traditions. Our mission is distinct and provides a lens through which to interpret the feedback. The following data strategies were used by our team:

The **Brazos Christian School New Family Survey** was deployed in November 2025 for the new families who enrolled for the first time for that school year. Their fresh perspective provided valuable insights into our enrollment process, how we onboard families, and why they chose the school over other educational options.

The **SAIS School Community Feedback and NFS Survey** provided a thorough assessment of our community from multiple viewpoints, as we learned from families, faculty, staff, and students. We used the value narratives, net promoter scores and commentary to measure engagement and determine areas that require greater attention.

The **School Growth Competitive Data Analysis** was used to assess and benchmark the BCS educational programs and value proposition against other public and private schools within the area. Our goal is to create a strong demand for the Brazos Christian experience rather than compete using old school approaches. There is ample opportunity for growth in this community, which is both purposeful and profitable.

Focus Groups were also conducted among parents and faculty from all divisions, as well as students, to clarify survey points and dig deeper into where we might create greater value.

Other data strategies utilized for this plan include **empathy mapping** to thoroughly understand the needs of families in the BCS community and a **financial audit**.

STRATEGIC PRIORITIES

- **Spiritual Formation**
- **Faculty & Culture**
- **Educational Experience**
- **Economic Stability**



STRATEGIC GOALS

1

Spiritual Formation

Goal 1: Deepen the experience to go beyond biblical exposure to full immersion.

Goal 2: Inspire a biblical worldview through discipleship, community service, and other experiences that deepen faith and character.

Goal 3: Further strengthen our Christ-centered community by elevating connectedness among students and families.



STRATEGIC GOALS

2

Faculty & Culture

Goal 1: Advance as an employer of choice among Christian educators throughout the region, including the optimization of faculty and staff compensation and benefits.

Goal 2: Continue to cultivate an exceptionally healthy school culture through consistent and persistent implementation of the Cultural Expectations.

Goal 3: Strengthen trust, collaboration, and proactive communication across the school community.

Goal 4: Intentionally and progressively develop leaders at every level who model Christ-like leadership and invest in others.





STRATEGIC GOALS

3

Educational Experience

Goal 1: Define the BCS Educational Philosophy and Portrait of a Graduate to feature character formation through athletics, arts, and co-curriculars that promotes ownership, discipline, resilience, and integrity.

Goal 2: Implement a structured process of curriculum redesign that aligns with the mission and educational philosophy, identified standards and metrics, and our commitment to academic excellence.

Goal 3: Expand learning resources for the whole range of students at BCS.









STRATEGIC GOALS

4

Economic Stability

Goal 1: Reduce the debt by $2.5M over the course of five years.

Goal 2: Investigate mission-aligned auxiliary income through expansion of after-school enrichment, summer programs, and other potential options.

Goal 3: Develop a multi-year tuition and financial aid strategy.

Goal 4: Develop a mission-centered culture of philanthropy that strengthens engagement, communicates impact, coordinates giving opportunities, and supports BCS's long-term financial stability.







VALUE PROPOSITION

We provide an engaging experience for students and families through an intentional integration of faith, discipleship, academic rigor, and community life.

Development of Authentic Faith, Character, and Resilience in Students
At Brazos Christian School, spiritual formation is at the core of the educational experience. We emphasize the development of authentic Christian character and resilience in our students. These principles guide every aspect of school life, ensuring that students grow in their faith, develop a strong moral foundation rooted in the Truth of God's Word, and learn how to persevere and grow through difficulties.



VALUE PROPOSITION

Christ-Centered Educational Experience
Brazos Christian School offers a rigorous academic program that prepares students for college and beyond. By maintaining high academic standards and fostering a commitment to lifelong learning, BCS develops students who are well-equipped to succeed in their future endeavors. The integration of faith and learning helps students develop an accurate, holistic understanding of the world and God's purpose in it.

Welcoming Community
Students learn in a relational community where teachers know them, families belong, and people invest deeply in one another. This commitment to community involvement prepares students for a lifetime of service and purpose, developing in them a sense of shared responsibility and a desire to make a positive impact both within and beyond their school community.









PLANNING FOR CHANGE

BRAZOS CHRISTIAN SCHOOL

We recognize that this plan is equipping Brazos Christian School to sustain momentum as we move into the second quarter of the 21st century. That requires us to also grow as a strategic learning organization that is capable of effectively adapting to a multitude of dynamically changing factors.

Technological advances will be particularly influential in our plans. Emerging technologies will continue to shape both operational and curricular decisions. We will seek to collaborate closely with other like-minded organizations to research and create better solutions for our community.

Change of this magnitude calls for a clear and coordinated plan. Ours centers on four interconnected priorities: deepening **spiritual formation**, strengthening our **faculty and culture**, elevating the **educational experience** we deliver across every grade, and securing our **economic sustainability** for the years ahead. Together, these priorities give shape and direction to the work before us.

Advancing the mission and ministry of this school depends on our ability to maintain a high level of trust and engagement, so we accept the uncertainties and the challenges as opportunities to “fight the good fight” in humble service to our Lord and Savior.

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