**GOAL 3: Sioux Falls Lutheran School’s business plan sustains its future. To that end, a five-year plan of action for SFLS administration and school board will be established, which will include, but not be limited to the following macro objectives and strategies.**

**OB1** Sioux Falls Lutheran School’s administration will hire a full time recruitment and marketing professional(Summer 2012).

Sa Recruitment goals will be established on an annual basis. (September 2012).

Sb Community presence and brand recognition will be established through well-considered marketing efforts and an appealing, informative website (January 2013).

Sc Meaningful, focused feedback will be sought from school stakeholders on no less than an annual basis to ensure continued school relevancy and excellence (Spring, 2013).

**OB2** Together, Sioux Falls Lutheran School’s administrator and the school’s Board of Education will research and implement ways in which to increase the school’s permanent funds (Spring, 2013).

**OB3** In response to member church needs, and in an effort to reach out to the community at-large, alternative needs-based tuition models will be researched, considered, and implemented (2015-16).

Sa Establish a diverse task force to include school administration, board representation, and members with professional financial expertise (Fall 2013).