



THE SCHOOL FOR ETHICS AND GLOBAL LEADERSHIP

The School for Ethics and Global Leadership
Strategic Plan, 2022-2027

Approved September 10, 2022



THE SCHOOL FOR ETHICS AND GLOBAL LEADERSHIP

INTRODUCTION

In the fall of 2009, The School for Ethics and Leadership (SEGL), a transformative school dedicated to the training of ethical leaders, opened in the heart of Washington, DC.

In 2022, SEGL has taken its place as a premier global academic institution with campuses on three continents: in Washington, DC, Johannesburg, South Africa, and London, United Kingdom. Since its inception, SEGL has graduated over 700 leaders.

During the 2021-22 school year, SEGL completed a collaborative strategic planning initiative that included input from the Board of Trustees, the Head of School, faculty members, and our school community.

MISSION & VALUES

SEGL's mission serves as its North Star and the foundation of this strategic plan:

The mission of The School of Ethics and Global Leadership is to provide intellectually motivated high school juniors who represent the diversity of the United States with the best possible opportunity to shape themselves into ethical leaders who create positive change in our world.

Our mission establishes a community of remarkable diversity: We convene and mentor students who have different values, viewpoints, experiences, and identities. We create a place where each student is welcome and each student belongs.

Our mission also establishes a unique intellectual and interpersonal community of students and faculty who prize discourse that maximizes each student's intellectual, interpersonal, and ethical growth.

These commitments are embedded throughout this plan.



THE SCHOOL FOR ETHICS AND GLOBAL LEADERSHIP

AREAS OF FOCUS

SEGL's strategic plan focuses on five overarching goals:

1. Increase SEGL's Impact:

- How will we increase the number of students we serve?
- How will we increase our impact on students from all backgrounds?
- How will we increase our impact on our graduates?

2. Invest in SEGL's Faculty and Administration:

- How will we increase faculty retention?
- How will we invest to attract and retain faculty members who represent the diversity of our student body?
- How will we ensure SEGL is an attractive opportunity to prospective teachers from many backgrounds?

3. Increase Awareness of SEGL's Programs and Impact:

- How will we become a national thought leader in ethics education?
- How will we become a national thought leader in diversity and belonging?
- How will we promote SEGL's academic program to a wider audience of prospective students and parents?

4. Ensure SEGL's Continuing Financial Sustainability:

- How will we fund the critical new initiatives of this strategic plan?
- How will we secure additional permanent funding?
- How will we fund increasing levels of tuition support?

5. Increase SEGL's Governance and Leadership Effectiveness:

- How will we empower our Board of Trustees to be even more effective?
- How will we build a Board of Trustees that reflects the diversity of our student body?
- How will we empower our Head of School to carry out SEGL's existing and new initiatives?
- How will we ensure seamless succession in Board and School leadership?



THE SCHOOL FOR ETHICS AND GLOBAL LEADERSHIP

STRATEGIC PLAN

1. Increase SEGL's Impact

Our world urgently needs more ethically strong and internationally aware American leaders from many backgrounds. To increase our impact and ability to provide these leaders, we will:

- Increase the number of students we serve.
- Create new curricular opportunities to serve students with a wide range of intellectual interests.
- Provide additional scholarship assistance and additional support for admissions outreach to diverse communities.
- Strengthen our commitment to diversity and belonging among our students, faculty, trustees, speakers, and curriculum.
- Explore additional opportunities for partnerships with organizations that have similar missions.

The Board of Trustees additionally will consider other opportunities for increasing SEGL's impact.

2. Invest in SEGL's Faculty and Administration

SEGL's mission requires a world-class, well-supported faculty who represent a diversity of backgrounds and experiences. To continue developing such a faculty, we will:

- Recruit, hire and retain faculty who represent the diversity of our student body.
- Offer competitive salaries and benefits.
- Increase opportunities for substantial professional development and career advancement.
- Explore additional opportunities to enhance the faculty experience.

The Board of Trustees additionally will consider other opportunities for investing in SEGL's faculty and administration.

3. Increase Awareness of SEGL's Programs and Impact

To execute our mission more effectively and to position SEGL as a thought leader, we



THE SCHOOL FOR ETHICS AND GLOBAL LEADERSHIP

should broaden and strengthen our community of students, prospective students, speakers, faculty, sending schools, partners, and financial supporters. To raise and strengthen our public profile, we will:

- Develop a strategic communications plan and messaging platform that aligns all our stakeholders.
- Support the Head of School in communications and marketing.
- Increase our capacity and resources for strategic communications through speaking, publishing, and traditional and social media.

The Board of Trustees additionally will consider other opportunities for increasing awareness of SEGL's programs and impact.

4. Ensure SEGL's Continuing Financial Sustainability

To create sustainable funding to advance our mission and to meet goals envisioned in this strategic plan, we will:

- Explore new revenue sources, including mission-aligned foundation and corporate grants.
- Explore opportunities for tuition revenue growth.
- Grow SEGL's endowment for tuition support and institutional stability.

The Board of Trustees additionally will consider other opportunities to ensure SEGL's continuing financial sustainability.

5. Increase SEGL's Governance and Leadership Effectiveness

As SEGL matures, so must its governance. We are committed to developing a Board of Trustees with the diversity, skills, and capacity necessary to direct the larger and more complex institution we envision; therefore, in line with best practices of independent school governance, we will:

- Build a Board of Trustees that reflects the diversity of our student body.
- Increase the size of the Board of Trustees in response to needed skills and experience.



THE SCHOOL FOR ETHICS AND GLOBAL LEADERSHIP

- Increase opportunities for stewardship of potential Trustees through committee engagement.
- Strengthen committee work to enable generative discussions at full Board of Trustees meetings.
- Encourage Board engagement among Trustees, faculty, students, and other stakeholders.
- Plan for succession of Trustee and school leadership.
- Provide regular professional development and governance training for Trustees and School administrators.

The Board of Trustees additionally will consider other opportunities for increasing SEGL's governance and leadership effectiveness.