



TO INSPIRE EVERY STUDENT TO DO MORE,  
EXPECT MORE, AND BE MORE

TRINITY BASIN PREPARATORY, INC.  
2019-2024 STRATEGIC PLAN

## An Introductory Note from the Chief Executive Officer

Trinity Basin Preparatory, Inc. (TBP) is a generation three open-enrollment charter school chartered by the State of Texas in 1998. Originally consisting of two separate charters, TBP opened two campuses in 1999 in the Oak Cliff area of Dallas. The two charters were consolidated as one entity in 2010.

In 2012, TBP expanded beyond Dallas and opened a new campus in Fort Worth. Subsequent expansions created another campus in Fort Worth, as well as additional campuses in Dallas. Today, TBP serves over 3,800 students at six campuses across Dallas-Fort Worth, with a seventh campus opening in August 2020.

Academically, TBP received an overall grade of 88 as a district for the 2018-2019 school year. Financially, TBP carries a credit rating of BBB, has issued PSF backed bonds, and maintains a FIRST rating of 98. Today, TBP is committed to serving all its students to inspire them to do more, expect more, and be more.

To maintain our success and continue growing, TBP is undertaking an effort to identify core areas of improvement, efficiency, and consistency throughout the organization. To that end, the TBP executive team is leading an effort to craft and implement a strategic plan designed to place TBP squarely at the forefront of the charter school movement in Texas. Four teams were created to identify critical needs for the organization, and were charged also with identifying and implementing strategies to achieve those goals for TBP. Team members include executives, principals, teachers, parents, and members of the community, to name a few.

Their collective effort will ensure TBP is strategically equipped to maximize its success, continue its growth, maintain its financial integrity, and serve as a leader in the education field for years to come. Our continuing work on this plan will dramatically improve the lives of tens of thousands of students and their families to help shape the future path of the State of Texas.



Randal C. Shaffer  
CEO/Superintendent  
Trinity Basin Preparatory, Inc.  
October 21, 2019

## **Our Mission**

The mission of Trinity Basin Preparatory is to inspire every student to do more, expect more, and be more.

## **Our Vision**

The vision of Trinity Basin Preparatory is to provide meaningful educational choice to families across Texas. We do this by building and maintaining a system of charter schools that are academically successful and financially strong. Trinity Basin Preparatory will be a safe, sustainable, innovative, and successful charter district, empowering students and their families with educational opportunity.

## **Our Core Values**

Every student and employee of Trinity Basin Preparatory is expected to exemplify these core values of a TITAN:

1. **Truthful:** We seek and speak the truth. We operate with integrity and honesty.
2. **Innovative:** We are creative and use resourcefulness in solving problems.
3. **Tenacious:** We are unshakable, determined, and we possess true grit.
4. **Accountable:** We are transparent in our actions and are accountable to each other.
5. **Nurturing:** We build relationships and deeply care about all members of the TBP family.

## **Our Future**

Over the past decade, Trinity Basin Preparatory has slowly but consistently created systems, hired talent, and achieved results that have collectively enabled the district to significantly expand its educational reach across the State of Texas. Steady academic improvement, coupled with unparalleled financial performance, have now put TBP on a trajectory of programmatic, geographic, and grade-level expansion.

As charter competition mounts, and as traditional public schools respond to the competition with increasingly innovative offerings and with political pressure, the landscape in Texas is quickly changing for charter operators. Trinity Basin Preparatory must be proactive in staying ahead of this change, adapting to new, improved competition, while maintaining its strong success without losing sight of its mission, vision, and core values.

Looking forward, the path of Trinity Basin Preparatory is marked by innovation, growth and sustainability. Each of these three markers is critical to the future of every current or prospective member of the Titan family. This strategic plan is intended to shine a light on those markers so that current and future stakeholders have a clear, illuminated path forward to success.

# Strategic Plan - An Overview

To ensure all parts of the organization move forward, the TBP executive team identified four areas of focus. These four core areas collectively account for nearly every facet of the organization, and impact every employee, every student and every stakeholder of Trinity Basin Preparatory. Success in one cannot be achieved without success in all, and success in all can only be achieved by the collective effort of all TBP stakeholders. The four areas of focus are as follow:

## **Academic Growth, Achievement and Sustainability**

## **People and Culture**

## **Operations, Compliance and Processes**

## **Development, Marketing and Communication**

Committees dedicated to each focus area are led by members of the executive team and were charged with identifying multiple strategic goals designed to drive significant improvement, growth or efficiency for the organization. Individual goals were crafted by each committee and refined by the executive team, and each committee has at least five goals it must meet to achieve continued improvement and success for TBP.

The executive team was then tasked with identifying the one objective within each focus area that would fairly summarize the overarching plan or goal for the entire organization. The result is this plan: four key areas of the organization, each targeting one big, audacious goal. In turn, that goal can only be reached with the smaller steps already set forth for each committee.

At the start of each year, smaller goals will be conceived, refined, activated, supported and eventually achieved that will bring TBP closer to reaching each of its big, audacious goals. The work of each committee is intentionally designed to be fluid and responsive, but also focused on the final goals set forth in this plan.

This five-year strategic plan is designed to methodically and transparently guide the future of Trinity Basin Preparatory. The work of these committees has just begun, and will continue until every goal is reached or exceeded. To make the mission and vision of Trinity Basin Preparatory a reality, the real work begins now.

# The Big Four - Charting the Course for TBP

## **Academic Growth, Achievement and Sustainability**

Trinity Basin Preparatory will transform our educational programming to become a recognized industry leader known for meeting the unique, personalized learning needs of every student by leveraging innovation in technology, quality programming, effective standards and systems, as well as successfully defining and refining the role of care, collaboration, and mastery-based competency to create real-world, future-ready students and leaders.

## **People and Culture**

Trinity Basin Preparatory will develop a system to effectively recruit, hire, evaluate, develop and retain highly successful employees across the organization, all of whom will live an inspiring, recognizable culture that is: (1) present at all locations; (2) aligned with its mission, vision and core values; (3) implemented with intentionality; and (4) lived consistently by all stakeholders.

## **Operations, Compliance and Processes**

Trinity Basin Preparatory will develop and implement a comprehensive plan for geographic, programmatic and grade-level expansion, while also ensuring full enrollment from the first day of school every year at every campus while maximizing all available resources for effective and efficient classroom use, supported by user-friendly systems and processes.

## **Development, Marketing and Communication**

Trinity Basin Preparatory will develop a district-wide plan to identify and seek grant funding opportunities, community partners, and other stakeholders to support every student, while enhancing parent involvement across all campuses, and will optimize cost-effective marketing and recruiting activities that leverage data, all to promote efficient communication between students, school staff, families, and the community.