



# CHRISTIAN CHAPEL ACADEMY

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PRINCIPAL'S PERSPECTIVE

OCTOBER 20, 2011

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## Good News!

Dear Parents,

**I am pleased to announce that, after four years of declining enrollment, we have a 9% enrollment increase in our elementary school (grades K-8)! Not only that, it is the largest single year increase in eight years! We have "turned the corner" and I am hopeful that we are seeing a new enrollment trend that will carry us into the future.**

Now I must temper that good news with some additional information. While we rejoice in the enrollment increase, we have fewer students now than we anticipated when we developed our budget last January. We have 13 fewer preschoolers, and 11 fewer elementary students. Without those 24 students, our projected expenses exceed our estimated revenue, and we are facing the likelihood of a large budget deficit.

In response to our budget deficit, we are vigilant to find ways to reduce expenses and increase revenue. I will be inviting you to participate in various ways to meet the challenges before us and improve the financial health of our school.

My first suggestion for you is simple, and it costs only a few minutes of your time to raise awareness of Christian Chapel Academy in Columbia. If a family is searching for information about Christian schools in our city, they will likely use the internet. When they search for Christian schools, they need to see several positive comments about CCA from current families. Please check out these two groups of search sites (note: we are in the process of updating our school information on all these sites):

1. I urge you to pick one of the school search sites below and make a brief positive comment about what your family has found at CCA:

<http://www.greatschools.org/school/parentReviews.page?id=2791&state=MO>

<http://www.localschooldirectory.com/private-school/14891/MO>

[http://www.privateschoolreview.com/school\\_ov/school\\_id/15677](http://www.privateschoolreview.com/school_ov/school_id/15677)

<http://www.schooldigger.com/go/MO/schools/9999916049/school.aspx>

2. I encourage you to look up CCA on Google, Bing, and Yahoo and write a review. The number of reviews determines our rank when people search for Christian schools in Columbia. The school with the most reviews is at the top of the list.

My request this week is easy, but it is vital that you respond. Traditional advertising is expensive and sometimes ineffective. Positive reviews on the internet reach people who are interested in Christian education and searching for options in Columbia. That's who we want to reach, and you are the best person to tell your family's story!

Let's unite to tell others the good news about Christian Chapel Academy!

Sincerely in Christ,

Art Morgan, Principal