

# KENTWOOD PREPARATORY SCHOOL



## MISSION STATEMENT

Kentwood Preparatory School prepares students for life by developing in them the academic, social, physical and problem-solving skills necessary to live constructively in a rapidly changing society.

## ABOUT US

Since 1999, Kentwood Preparatory's staff, parents, and students have created an extended family. We pride ourselves in maintaining a nurturing environment, where our school functions as a social anchor. We feel it is not only our job, but our duty and responsibility to help raise your children.

The Kentwood Preparatory School program is based on a meta-cognitive model designed to give intensive skills training in reading, writing, math, and organizational skills. The model includes a social skills and life skills developmental module helping students build self-image and develop confidence and success as students within a supportive and understanding environment.

Kentwood Preparatory School is dedicated to helping families with average to bright children who are not successful in the public or private school environment. We offer an active and student driven learning experience for the child who has not been able to benefit from a regular school program.

Many factors -- medical, psychological, social and educational -- all influence how a child adapts to the world. Children require a structured environment with set expectations, instructions, supports and rewards. The Kentwood Preparatory School program integrates all four factors so that our students learn to solve problems, resolve conflicts, create positive relationships, and enjoy learning.

In a world filled with uncertainty, war, scandals, and a general degradation of society, children need more guidance, support, and nurturing than ever before. And unfortunately, both the public and most private sector schools have turned their attention away from these goals. Time Magazine reported that the dropout rate of high school students in America reached 40% in 2008. And, for the 60% of students that did graduate, less than half were literate. These staggering statistics have led parents across the country to seek alternative education for their children. Unfortunately for most of these parents, there is no Kentwood in their area; their options are limited.

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## KENTWOOD PREPARATORY'S OBJECTIVES:

- To identify the family dynamics, crises, and needs.
- To identify the student's academic and social-emotional deficits and strengths.
- To develop individually-prescribed programs that will remediate the student's deficits, reinforce the student's strengths, and, if necessary, teach the student compensatory skills.
- To work with the student and family to insure a happy, well-adjusted and functioning family unit.
- To assist students in fulfilling their potential and to assume their rightful place in society as well-adjusted, happy and productive individuals.

## WEBSITE PURPOSE

Kentwood Preparatory employs the use of a comprehensive web site, the purpose of which is to improve the education provided to our students, increase the amount of information communicated to our parents, and to make our faculty and administration more efficient in their work.

## E-BUSINESS MODEL CLASSIFICATION

### ACTIVITY LEVEL

Users are able to:

- Access forms, applications and documents
- View information about upcoming events
- Order school lunches and school uniforms
- Contact us
- Apply for employment

### BUSINESS PROCESS LEVEL

Parents are able to:

- Review students' grades and attendance online
- Download handouts and lessons plans
- Communicate with teachers about student progress
- Complete and update forms and documents for enrollment

Faculty members are able to:

- Access our lesson plan database
- Post lesson plans, grades and report cards
- Take and track attendance

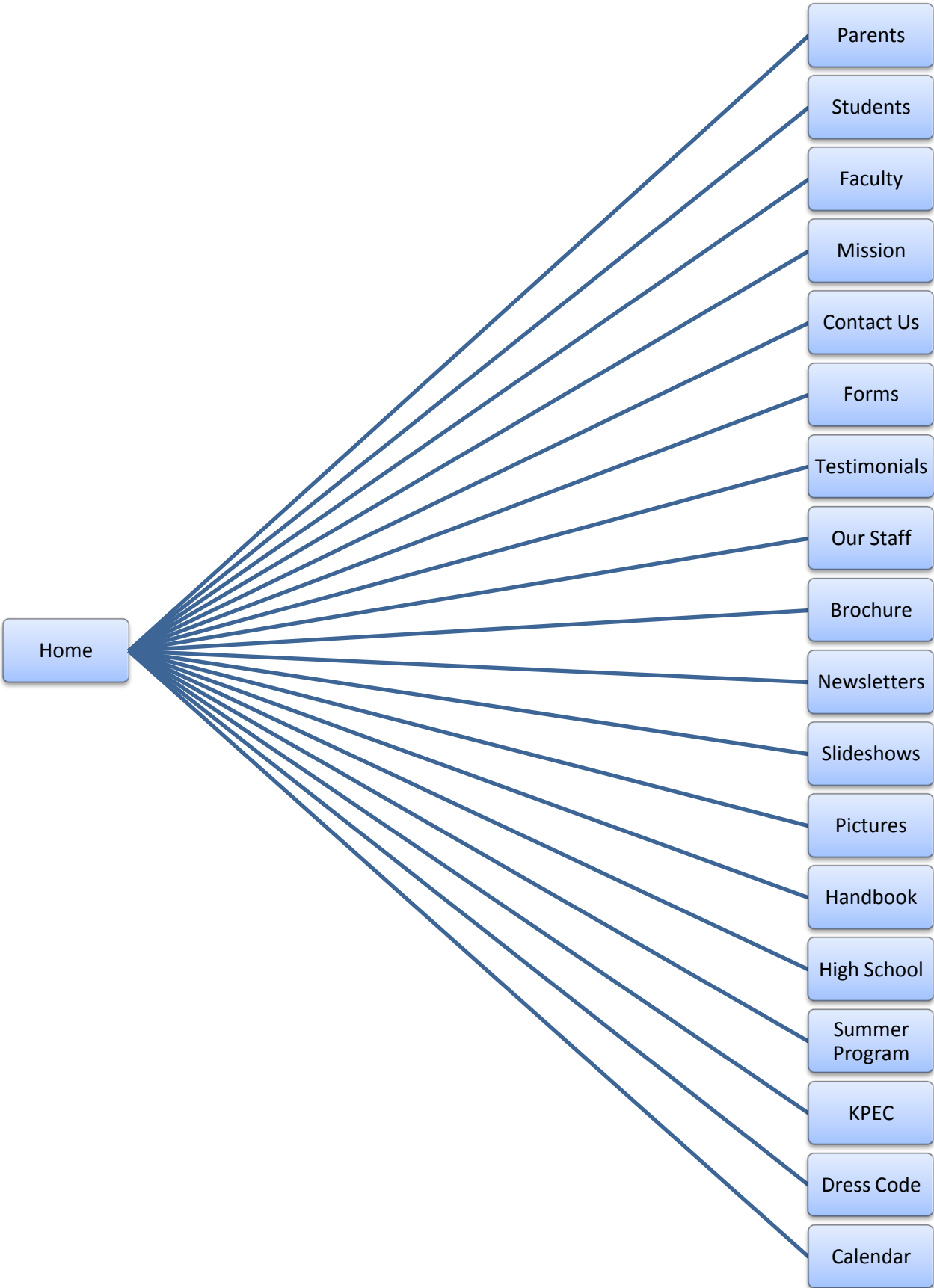
### ENTERPRISE LEVEL

Users are able to:

- Participate in a secure social network with exclusive membership

WEBSITE MAP

The school's main web site is located at <http://www.kentwoodprepcommunity.com>.



## WEB SITE GOALS AND MEASURES

### CUSTOMER PERSPECTIVE

Goals	Measures
<b>Build awareness of online services</b>	Survey parents & students Track visitors to site
<b>Engage parents and students</b>	Number of comments/testimonials
<b>Increase parent/student satisfaction</b>	Complaints, compliments
<b>Build communities</b>	Number of new registrations to online community

### INTERNAL PERSPECTIVE

Goals	Measures
<b>Improve the quality of online service</b>	Survey parents and students Track use of services Amount of time to answer e-mail inquiries
<b>Web site available 24/7</b>	Monitor disk space usage Perform "real world" visit to site Check for broken links Find site through search engines
<b>Superior web site content management</b>	Track number of updates per day/week

### LEARNING AND GROWTH PERSPECTIVE

Goals	Measures
<b>Online service innovations</b>	Number of new online services Number of services not offered by competition Number of visitors using new services
<b>Continuous improvements in customer relationship management</b>	Number of faculty suggestions Number of parent suggestions Number of student suggestions Number of suggestion put into effect
<b>Increased value in database management system</b>	Number of accesses by faculty Number of database contributions by faculty
<b>Successful penetration in new markets</b>	Percentage of school's enrollments from new areas/markets

### FINANCIAL PERSPECTIVE

<b>Increase enrollments from online leads</b>	Track percentage of enrollments generated from online leads versus traditional leads
<b>Lower student acquisition costs</b>	Increase utilization of online resources in the admission procedure
<b>Increase conversion rates at web site</b>	Number of enrollments divided by number of leads

## OUR ADMISSION AND EMPLOYMENT POLICY

Kentwood is non-discriminatory in admissions and employment practices and recognizes the value student and staff diversity can bring to the program. Kentwood encourages applicants of all racial, ethnic or religious backgrounds. Programs and policies treat all applicants and students equally.