

2025-2032 Strategic Plan

BT FORWARD



**BROWNELL
TALBOT**

Dear BT Community,

One of the most important governing activities of Brownell Talbot's Board of Trustees is to lead the school in establishing a strategic plan every five to seven years in alignment with the ISACS accreditation process. Our new strategic plan builds on the strong foundation established in our previous work, where we defined clear global education competencies and strengthened our curriculum to prepare students for an interconnected world. I am thrilled to introduce **BT Forward**, which honors the priorities and successes of our 2019-2025 plan while pioneering new pathways that will empower our students to lead in an increasingly complex future.

A Community-Driven Vision

The strength of BT lies in its community, and it was imperative that this plan represent voices from all aspects of our school. Our comprehensive process included multiple surveys and listening sessions with students, parents, faculty, staff, and alumni, alongside in-depth work sessions with our Board, administrative team, and independent consultants. What emerged is a plan that reflects our shared values and aspirations.

BT Forward aligns three new pillars with our previous strategic foundation to build on our progress and take the school to new levels of success:



Experience: We will equip our students with a forward-thinking

approach to AI that gives them a competitive advantage in an evolving world. Our students will be strategic collaborators with AI while developing the uniquely human capacities that remain irreplaceable - critical thinking, ethical reasoning, and creativity. This comprehensive academic approach ensures we maintain our tradition of excellence while evolving to meet tomorrow's challenges, preparing graduates

who can lead with both technological fluency and moral clarity in a rapidly changing, global environment.



Community: We will build an intentional culture anchored in our core values, ensuring every member of our community feels valued and connected. As part of this pillar, we will develop a compelling employer value proposition to attract and retain outstanding faculty and staff who embody these values.



Sustainability: We will thoughtfully transform our spaces and platforms to empower learning, ensure safety, and unleash innovation. This pillar creates endless possibilities for discovery and growth while ensuring the sustainability of our mission.

Implementation of **BT Forward** strengthens our school overall, sets a long-term sustainable course to thrive, and most importantly, ensures every student receives the very best education possible.

As we work to bring this vision to life, we will facilitate ongoing dialogue to **clarify tradeoffs** and **increase transparency** in our strategic decision-making. Thank you for your participation in creating this plan, and I invite you to join us as we implement it in the years ahead. Together, we will ensure that BT continues to prepare students who can think deeply, connect authentically, and create boldly as responsible citizens ready to tackle the challenges of the 21st century.

I look forward to working with each of you to bring this vision of BT's future to life!

With gratitude and excitement,

Kristi N. Gibbs, Ed.D.
Head of School

Our Mission

Brownell Talbot College Preparatory School:
Every student, every mind, every heart.
Known, inspired, challenged.

Our Vision

By fulfilling our mission, we are actively building on the school's vision for a *compassionate community of diverse learners empowered and determined to reach their unique potential and positively impact the world.*

Our Core Values

In having core values in which every BT community member aligns, we create a sense of mutual understanding, consistency, and trust that leads to stronger relationships and better outcomes for all.

INTEGRITY

We do what's right.

RESPECT

We value ourselves and others.

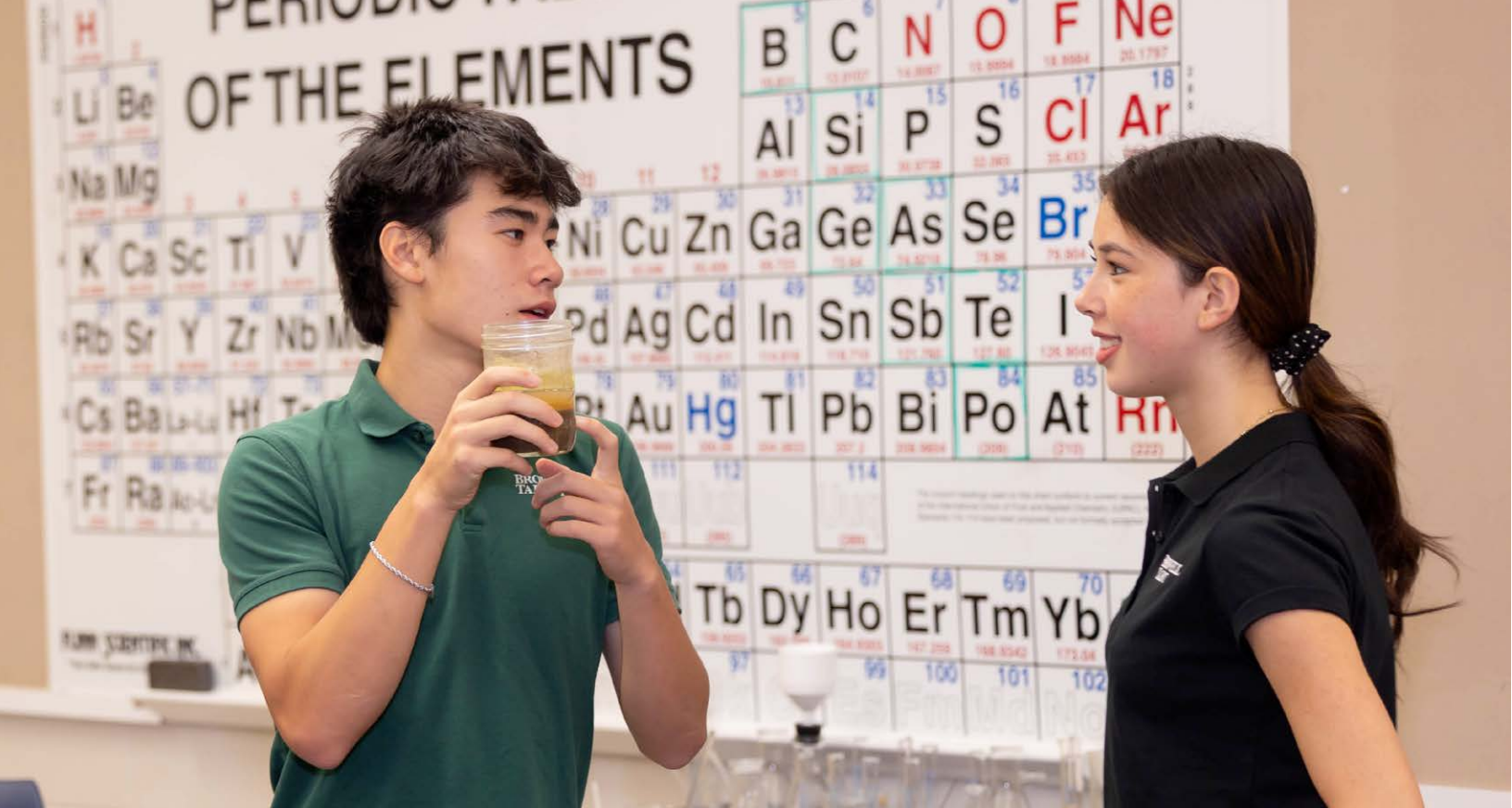
COMPASSION

We act with care and kindness.

RESPONSIBILITY

We give our best effort.





PILLAR 1: EXPERIENCE

Priority 1: Elevate Academic Distinction

Why: Academic excellence is BT's core strength and the top reason families enroll. We will preserve our edge and evolve our programs for a changing world.

Key Strategies:

- Identify and launch **signature programs** in emerging disciplines.
- Define and refine **our comprehensive academic approach** in light of the increased importance of critical thinking, ethical reasoning, and human creativity in an AI-dominated universe.
- Build a **Portrait of a BT Teacher** to serve as the backbone and compass for teacher professional development, mentoring, and hiring.
- **Report and celebrate academic outcomes** (college acceptances, test scores, signature projects).
- **Engage BT community connections** including parents, as guest speakers and mentors, particularly for signature programs.

Priority 2: Strengthen the Student Experience

Why: We will create an environment where every student feels valued as a contributor, developing stronger connections to learning and greater confidence as a leader.

Key Strategies:

- Build a **student life framework** that integrates academics, athletics, arts, activities, service, wellness, and leadership, and is informed by student voices.
- Define and formalize how BT will **amplify student voices** to directly contribute to decision-making and culture-building.
- Build a **school-wide leadership program** that develops student leadership capacity through organic teachable moments and designed experiences for each grade, anchored in the know-how of at least one teacher at each division.
- Develop an **athletics-specific strategic plan** that clearly delineates the purpose and goals of athletics within the BT ecosystem.



PILLAR 2: COMMUNITY

Priority 1: BT CommUNITY

Why: To protect and deepen belonging and connection at BT, we will bring our core values to life through intentional individual and institutional culture-shaping actions.

Key Strategies:

- Build a BT CommUNITY culture anchored by a **critical few behaviors** in order to infuse BT's core values across campus.
- Engage faculty, staff, students, families, and trustees as champions and culture

leaders. **Embed shared expectations** into classrooms, protocols, programs, rituals, and communications.

- Develop a **BT employer value proposition** that aligns recruiting, onboarding, and support systems to attract and retain outstanding faculty and staff.
- Strengthen **alumni engagement and legacy enrollment** by creating meaningful touchpoints that keep graduates connected to BT and inspire them to choose our school for their own children.



PILLAR 3: SUSTAINABILITY

Priority 1: Build for the Future

Why: We will evolve BT's physical and digital environments to empower learning, safety, and creativity.

Key Strategies:

- Refine and launch a **campus infrastructure plan**, including updating the current facilities master plan.
- Expand **IT capacity, methodology, and approach**, including AI readiness, cybersecurity, and equitable tech access.

- Enhance our **revenue model to ensure a unified, sustainable approach** to independent school fundraising, strategic enrollment management, and value proposition marketing.
- **Diversify revenue:** expand summer programs, partnerships, rentals, and alumni giving pipelines.
- Position **BT as a major community resource** in order to strengthen relationships with top tier Omaha business and civic leaders.

Priority 2: Ensure Sustainability and Strategic Growth

Why: We will ensure BT's long-term strength through bold investments, a growing endowment, and clear alignment of mission and market.

Key Strategies:

- At the conclusion of the current Capital Campaign, **initiate a campaign** that focuses on people (faculty, staff, and students), programs (signature academic offerings), and places (campus improvements).



We would like to thank our students, faculty, staff, parents, alumni, and trustees who have contributed to identifying our strategic priorities and strategies.

SPECIAL THANKS TO:

Board of Trustees

Christopher Hedican, *chair*
Gale Etherton, *vice chair*
Jerry Reimer, *treasurer*
Marc DuBois, *secretary*
Megan Belcher
Laura Crosby
Stephen George
Chip James II, '88
Fatima Khan
Deepak Khazanchi
Rudy Kotula
Nikhil Mehta
Michaela O'Donnell
Karalee Picard
Pirzada Sattar
Corrie Shumaker
Renee Wessels
Brian Wood

Administration and Staff

Kristi N. Gibbs, Ed.D.
Shruti Beckmann
Stephanie Brady
Taylor Gustafson
Bill Harrell
Megan Hunter
Jeff Rohrig
Joe Rotert
Kim Schinzel
Natalie Simms, Ed.D.
Julie Smith

Consultants

Angela Cooper
Ted Fish

In order to move BT FORWARD, we call on our community to join us in deepening our academic legacy, reimagining what school can feel like, and charting a vibrant course for the next generation of leaders.