

# American School of Douala TALKING DRUMS

EDITION 18-19, ISSUE #17

JANUARY 11, 2019

## INSIDE THIS ISSUE:

Director's Desk	1
Calendar	1
Counselor's Corner	2
PTA Party Invite	3
Strategic Plan	4

## *From the Director's Desk* by Michael Breece

### Welcome to 2019!

It's great to see everyone back in school, well rested from their holidays and ready to complete the 2nd quarter. This quarter will end on January 25th, with the new quarter starting on Monday, January 28th. Report cards will be issued on February 1st.

### PTA Social Event

In addition to these dates, please mark your calendars for Thursday, January 17th. The PTA is hosting a Welcome Back parent social

event. All parents from ASD are invited! The event will be held at the Lynk in Bonapriso, not far from school. This is a great opportunity to meet parents you may not know and catch up with parents you may not have seen for some time.

### Strategic Plan

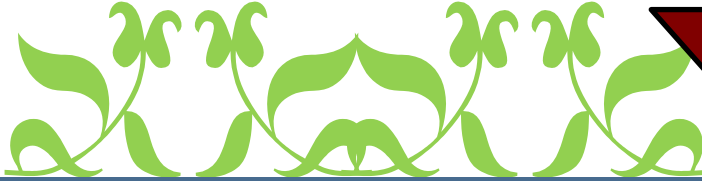
Another exciting item for the start of 2019 is the rolling out of our 5-year strategic plan, which was developed by the board and some teachers during a weekend long strategic planning retreat in No-

vember. (See the last page) The strategic plan will guide our decisions related to curriculum, personnel, finances, and facilities. We ask parents to review the strategic plan and welcome any assistance parents are willing to offer in achieving these goals. As ASD is a non-profit school governed by an elected board of parents, ASD belongs to its parents. In partnership with the parents, we look forward to taking ASD to the next level to benefit our children.



### Mark Your Calendar

Jan 16	PTA Meeting 3 PM
Jan 17	PTA Social Event 7 PM
Jan 18	Student Council Bake Sale
Jan 19	Student Council B-Ball Tournament



For more information, please  
contact Ms. Bowens at  
NBowens@asddouala.com

# Counselor's Corner

by Nika Bowens



Gouvernement du Canada  
Haut-commissariat du Canada

Government of Canada  
High Commission of Canada

Dear Parents,

We are pleased to invite you to an information session on the possibilities of your children pursuing their graduate studies in Canada, in the best English, French or bilingual (French, English) institutions in this part of the world.

Come and meet representatives from more than twenty institutions of higher learning and discover more than 900 college (higher institutes of technology) and university programmes across the country.

- **Location :** Yaoundé Hilton Hotel
- **Dates & times :** Wednesday, 16 January 2019 from 10:00 to 18:00  
Thursday, January 17, 2019 from 13h to 18h30 (parents)
- **Location :** Akwa Palace Hotel Douala
- **Date & times :** Saturday 19 January 2019 from 10h to 18h

This fair is an opportunity for you to get to know our establishments and discover Canada. On more than 7,000 kilometers of mountains, lakes, oceans, multicultural metropolises and Canadian-flavored cities, not to mention smaller communities, we welcome international students as members of our families. And our country is known for its very safe environment.

## Higher Institutes of technology

- La Cité (Ontario)
- Collège Boréal (Ontario)
- Collège communautaire du Nouveau Brunswick
- CEGEP de trois rivières (Québec)
- Canadian Independent college
- College Canada (Québec)
- CEGEP de l'Abitibi-Témiscamingue
- LaSalle College (Quebec)
- Colleges & Institutes of Canada (CICan) (Ontario)
- Durham college (Ontario)

We look forward to meet you.

Best wishes. For the season.  
Jude Bijingsi

## Universities

- Université de Hearst (Ontario)
- University of Laurentien (Ontario)
- University of Ottawa (Ontario)
- Université de Saint-Boniface (Manitoba)
- University of Moncton
- Université Sainte-Anne (Nouvelle-Écosse)
- Université du Québec à Trois Rivières(Québec)
- Université de York - Campus Glendon (Ontario)
- Université de Québec à Montréal (Québec)
- Université de Québec à Outaouais (Québec)
- Université de Laval (Québec)
- University of Regina (Saskatchewan)

Canada 



PTA WOULD LIKE TO INVITE YOU!

# WELCOME BACK, ASD!

Please RSVP to the PTA  
President, Marieme, as  
soon as possible  
@ [mariemenana@gmail.com](mailto:mariemenana@gmail.com)  
or 696757575.

## JOIN PTA FOR A DRINK & CHAT WITH OLD & NEW FRIENDS

FIRST DRINK ON US  
AND SOME SNACKS  
PROVIDED!

20  
19



JANUARY 17TH  
7PM

@ LYNK

LYNK IS ON THE SAME ROAD AS MAISON H,  
JUST A COUPLE BLOCKS DOWN!

WE HOPE TO SEE YOU THERE :)

**Goal 1: ASD's education program will be internationally focused and equip students with the knowledge, skills and dispositions to succeed in an increasingly changing world.**

**Strategic Objectives**

- 1.1 By June 2019, a new mission and vision statement will be developed based on stakeholder engagement.
- 1.2 By the 2019-20 school year, a professional development plan will be developed and implemented that supports the revised vision and mission of the school.
- 1.3 By the 2019-20 school year, individual pacing guides for MS and HS subjects will be developed and implemented.
- 1.4 By the 2020-21 school year, ASD will implement the first phase of a curriculum in line with the revised vision and mission.
- 1.5 By the 2020-21 school year, technology will be fully dovetailed into the revised curriculum.

**Goal 2: ASD will engage stakeholders effectively for the purpose of building a strong community and ensuring the school's sustainability.**

**Strategic Objectives**

- 2.1 ASD will define and identify all stakeholders by December 2018.
- 2.2 ASD will develop an engagement plan for each Key External stakeholder group by March 2019.
- 2.3 ASD will develop a communication plan for its internal stakeholders by June 2019 (staff, students, parents).

**Goal 3: ASD's marketing activities will engage stakeholders and communicate ASD's brand to the community to build and sustain optimal enrollment.**

**Strategic Objectives**

- 3.1 Enrollment in August 2019 will be at least 180 students.
- 3.2 By December 2019, explore and identify potential feeder programs for ASD, either internally or with other nursery schools.
- 3.3 By December 2019 a branding and marketing plan will be in place.
- 3.4 By January 2020, conduct a market analysis to understand potential enrollment growth from the local market.

**Goal 4: ASD's long-term financial plan will ensure stability and sustainability of the school.**

**Strategic Objectives**

- 4.1 ASD will build a sustainable long-term financial plan by November 2019 encompassing separate Operational, Capital and Emergency Funds.
- 4.2 ASD will build a sustainable emergency reserve by the 2020-21 school year sufficient to cover business continuity in case of major emergencies.
- 4.3 ASD will prepare annual budgets in line with a long-term financial plan from the school year 2020-21
- 4.4 ASD will develop viable and sustainable alternative revenue streams of 10% of annual revenue by 2022-23.

**Goal 5: ASD will ensure the continuous availability of suitable infrastructure to support the mission of the school.**

**Strategic Objectives**

- 5.1: By June 2019, ASD will have the land lease re-negotiation plan to extend the current lease by at least 10 years and include a contingency plan
- 5.2: By June 2019, ASD will review the effectiveness of the recent technology upgrade and develop a plan for future upgrades in line with the requirements of the school operations and curriculum.
- 5.3: Develop a robust facilities maintenance plan by June 2019, addressing safety, security and functionality of the assets and the environment, including an audit process.
- 5.4 Develop a facilities master plan by 2023.