



Immanuel Lutheran Christian Academy

Dear ILCA Families,

As we look toward the future at Immanuel Lutheran Christian Academy, we envision great opportunities for our families. The Board of Education is always looking for ways to grow our school's enrollment and get our name more recognizable in the community. Our elementary classes have grown each year, and several are close to being full, but we struggle to add and keep students in the middle and high school.

In order to grow our middle and high school classes and improve the programs we offer here at Immanuel, increased enrollment and awareness are needed. The Board of Education, and the Pastor of Immanuel Lutheran Church, John Wilke, have worked together to approve a plan that will provide us with some long-term benefits towards increased enrollment. For this school year we are introducing *Discover Immanuel*, an enrollment incentive program for families new to Immanuel. This new program will be offered to new middle school and high school students (6-12 grade).

The *Discover Immanuel* program will allow families new to Immanuel to receive a discount for 75% off on their first year's tuition. In the second year they will receive a discount for 50%. The subsequent years will be full tuition. They will still be responsible for their application fee, registration fees, lunch fees, and any other costs not covered under tuition (i.e. field trips). The new families will still go through our application process to be accepted to Immanuel. These tuition discounts will give new families an opportunity to discover what we already know...that Immanuel is the school they want their child(ren) to be attending throughout their elementary, middle and high school life. The discounts will also give them an opportunity to develop a budget that includes tuition and prepare them for full tuition after the second year. **Families already receiving other scholarships will not qualify for this program.** All new families receiving a **Discovery** discount during their first year will be offered a class (at their expense) designed by Dave Ramsey called Financial Peace University. This class has benefited many families and helped them to budget and obtain a debt-free lifestyle. We will also offer this class to all ILCA families.

How will this impact your family? As a current family at Immanuel you already understand and appreciate the value of a Christian education. You also want to see our programs grow and thrive for your children and family and not lose our single-grade classrooms. The *Discover Immanuel* program will allow us to further our mission...*"to provide a foundation of quality Christian education upon which to prepare children for Godly leadership"* ...while increasing our enrollment and keeping tuition costs down for everyone. Hope Lutheran School in Shawnee, KS started a similar program years ago and Trinity Lutheran in Cedar Rapids, just completed their program. Trinity's school grew from 169 to 240 in just a few years. Both schools reported a 75%-85% retention rate. WOW, that's incredible success. Once we achieve our goal, we will discontinue the program.

How can you help? Tell others! It's that simple. Encourage your friends, neighbors and co-workers to consider Immanuel. Have them come for a tour and see what we are all about. We will explain the *Discover Immanuel* program to them, and if your family is responsible for bringing a new family to Immanuel, you will be given \$500 off your tuition. It is all explained in the attached "Tuition Incentive" flyer. Most importantly, when the new families join us this year or next, welcome them and show them that Immanuel is a wonderful school.

As for additional recognition in the community, the school's marketing strategy continues to run commercials on Channel Six, billboard advertising, an ad in *The Good Life* magazine and Tulsa Kids. We look forward to creating radio ads in the near future. We will be sending this information to our area Lutheran churches and also other non Lutheran churches in B.A.

We ask for your continued prayers for ILCA, our students and our teachers. We are confident in our role in the Broken Arrow area, to provide a Christ-centered, top quality educational program to all. We believe the *Discover Immanuel* program will help us reach out to more families, and continued marketing will get our name more widely recognized.

If you have additional questions regarding *Discover Immanuel* or the Opportunity Scholarship Fund, please contact Steve Zehnder (szehnder@icaba.org 918-251-5422).

In His Service,

Stephen P. Zehnder
Headmaster

John Wilke
Pastor, Immanuel Lutheran Church

Miranda Smith
Board President