



OAK HILL SCHOOL

STRATEGIC PLAN 2030



2030 SUMMIT

Oak Hill’s Strategic Plan

for Growth and Innovation

Oak Hill is the premier private school in Lane County and is nationally recognized as a leading experiential learning school in the United States.

OUR MISSION

At Oak Hill School, we nurture each student by cultivating a love of learning, encouraging them to think deeply and explore boldly. Through hands-on experiential learning, our students discover the world around them and grow into individuals who care deeply for others.

OUR VALUES

Character, Adventure, Respect, Excellence, & Stewardship



What does 2030 Look Like?



Oak Hill is thriving; our mission and values are deeply woven into every aspect of school life.

WE ARE NATIONALLY RECOGNIZED FOR ACADEMIC EXCELLENCE AND AS A LEADER IN EXPERIENTIAL EDUCATION.

Our student body has grown, and students consistently perform well above national averages in academics and thrive in leadership roles, reflecting the strength of our programs.

Our community is vibrant, engaged, and united in advancing the school’s bold vision. We attract and retain exceptional educators, offering clear pathways for professional growth and leadership.

Through innovative partnerships, Oak Hill expands learning opportunities, deepens its impact, and continues to serve as a national model for future-focused education.

CORE ASSUMPTIONS

Academic excellence is best achieved through learning by doing, which research and experience show leads to deeper understanding, stronger retention, and greater engagement. This approach is deeply effective when it follows a cycle of concrete experience > reflection > conceptualization > experimentation. It fosters critical thinking, collaboration, leadership, and real-world problem-solving.

A robust blend of traditional academics, experiential, and outdoor education builds confidence and skills transferable beyond the classroom. Human connection and social-emotional learning are essential, anchoring students in supportive, relational environments. Technology is integrated thoughtfully, aligned with a clear educational purpose rather than novelty. Strategic partnerships amplify learning opportunities and community engagement, and financial resilience ensures sustained innovation and growth.

GOAL ONE

Differentiate Our School

Through Experiential Education

Becoming the Northwest’s Leader in Experiential Education

- Establish the school as a leader in experiential education in the Northwest.
- Develop interdisciplinary courses that integrate environmental science, sustainability, and outdoor education.
- Integrate experiential learning throughout the school. In all grades, students engage in a dynamic experiential learning cycle of experience, reflection, conceptualization, and experimentation; deepening their understanding through hands-on, real-world learning.
- Enhance our successful hands-on music, theater, filmmaking, and visual arts programs, incorporating the experiential learning cycle and encouraging more formal reflection on the process.
- Build outdoor classrooms and learning spaces that capitalize on the campus’s natural environment.
- Partner with local environmental organizations for hands-on learning opportunities.
- Thoughtfully integrate technology and AI to enhance hands-on, place-based learning experiences—leveraging tools that deepen inquiry, foster creativity, and build digital literacy, while maintaining a strong connection to nature and community.

Students learn by doing—through hands-on, reflective experiences in real-world and outdoor settings.

EXPECTED OUTCOMES:

- Students are consistently outperforming their peers across the country in academic achievement.
- A nationally recognized program that positions the school as a leader in experiential education.
- Strong alignment between experiential learning initiatives and the academic core curriculum, ensuring that innovative teaching methods enhance rigor and relevance.
- Deepen ties to the school’s values and mission.
- Students graduate with a sense of empowerment and purpose, and the skills to thrive in an ever-changing world.



GOAL TWO

Optimize Our Organization

Enhance Our Leadership Excellence

- Develop a sustainable structure that ensures strong leadership, financial stability, and a vibrant, connected community.
- Implement a leadership development pipeline for current and future leaders, including mentoring programs and leadership retreats.
- Conduct annual board and leadership team evaluations to identify growth areas and ensure alignment with organizational goals.
- Establish a succession planning framework for key administrative roles.

EXPECTED OUTCOMES:

- Enhanced stability and effectiveness at all leadership levels.
- Stronger alignment between governance, strategic objectives, and operational execution, directly supporting academic rigor and program quality.

Inspire Our Advancement and Community Connectivity

- Invest in professional development for advancement and enrollment teams, focusing on innovative fundraising, recruitment and retention strategies.
- Launch community engagement initiatives, including town halls, family events, and partnerships with local organizations.
- Develop targeted marketing campaigns to communicate the school’s mission and unique offerings.

EXPECTED OUTCOMES:

- Increased donor engagement, higher enrollment retention, and stronger community ties.
- Greater support for programs that uphold the school’s commitment to rigorous academics and a well-rounded student experience.



GOAL TWO *(continued)*

Optimize Our Organization

Design a Right-Sized Enrollment Growth Plan

- Use the market analysis to define the optimal enrollment growth targets based on financial goals, facility capacity, and program quality.
- Create an enrollment management plan focusing on diversity, equity, and access.
- Regularly monitor enrollment data and adjust strategies as needed.

EXPECTED OUTCOMES:

- A financially resilient small school community that maintains academic rigor and personalized attention.
- Optimized enrollment that directly supports teaching excellence and robust student outcomes.

Develop a sustainable structure that ensures strong leadership, financial stability, and a vibrant, connected community.



GOAL THREE

Align with Like-Minded Partners



Forge Distinct Educational Partnerships

- Forge strategic partnerships to amplify the school’s mission and enhance student experiences.
- Initiate discussions with like-minded regional institutions to establish mutually beneficial programming models.
- Design collaborative programs such as dual-enrollment opportunities, teacher training workshops, and research initiatives.
- Formalize agreements to outline mutual benefits and responsibilities.

EXPECTED OUTCOMES:

- National recognition as a model for forging strategic partnerships that build the school’s brand recognition and resilience.
- Expanded academic and professional opportunities for students and faculty.



GOAL THREE *(continued)*

Align with Like-Minded Partners

Create Unique Experiential Learning Alliances

- Identify and approach organizations to establish strategic alliances for outdoor and experiential learning.
- Develop joint programming, including leadership development, environmental studies, and adventure-based education.
- Integrate these partnerships into the school’s curriculum and extracurricular activities.

EXPECTED OUTCOMES:

- A dynamic network of regional and national partners providing enriched learning opportunities.
- Growth of the Oak Hill School brand and awareness, broadening our potential market and partnership opportunities.

Forge strategic partnerships to amplify the school’s mission and enhance student experiences.





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