



Comfort, comfort my people, says your God. Speak tenderly to Jerusalem, and proclaim to her that her hard service has been completed, that her sin has been paid for, that she has received from the LORD's hand double for all her sins. A voice of one calling: "In the wilderness prepare the way for the LORD; make straight in the desert a highway for our God. Every valley shall be raised up, every mountain and hill made low; the rough ground shall become level, the rugged places a plain. And the glory of the LORD will be revealed, and all people will see it together. For the mouth of the LORD has spoken." (Isaiah 40: 1-5)

ANNUAL REPORT 2020

Christian School Management

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WITH THANKS EVEN IN THE YEAR OF COVID!

Biggest Strategic Aha!

Not consulting for much of 2020 meant that distance learning (and our new csmlearn.org website) and online advice and counsel became the norm. We delivered online consulting in the areas of Strategic Management Structure, Mission Revision, and Executive Coaching for Principals, Philanthropy Leaders, Business Managers. We developed online courses to add to Trustee Training – Principal Training/Certification, Student Led Teacher-Parent Conferences and more.

Worst Strategic Aha!

The world God gave us dominion over is not a world we 'own'. We are still stewards only and need greater humility even as we live more privileged lives than ever. One virus has disrupted our entire civilization. And there are 10^{31} virus particles in the oceans alone! That doesn't make us helpless but it should make us recognize that "I am nothing but dust and ashes". (Gen. 18: 27)

One of many AMAZING moments for our work!

"Everyone is encouraged and energized – it's the shot in the arm we need."

We served Christian schools representing over 5,000 students this year. Partnership makes every school better.

In This Report

We continued to move ahead in our desire to impact the Christian School Movement. I hope you will flip through this report to see what our efforts under grace have accomplished.

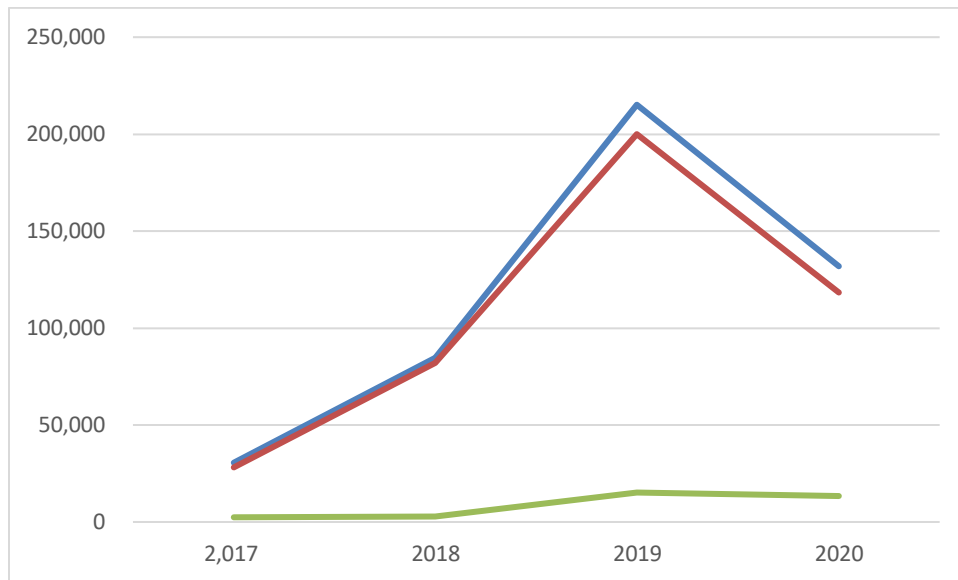
Simon Jeynes

Executive Director

Christmas 2020

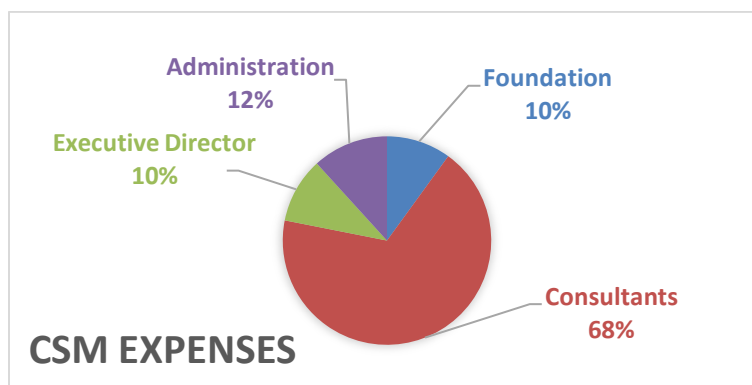
FINANCIAL SUMMARY

CSM income is derived from four sources – working (consulting) with schools; income from our members (THANK YOU) who are a great encouragement; from our products; from donations - yes, we are a 501(c)3. Along with many of our schools, we struggled with income. Good management ensured we stayed afloat and continued to move forward. We are grateful.



Our expenditures are pretty simple too.

Of consulting revenue, 70% goes to our consultants. We typically have two on each consult so they earn 35% each. Of the rest of the revenue, 20% goes to the website, insurance, training, professional development, pro bono work, financial management, management of the organization. 10% is placed in the CSM Foundation for further investment.

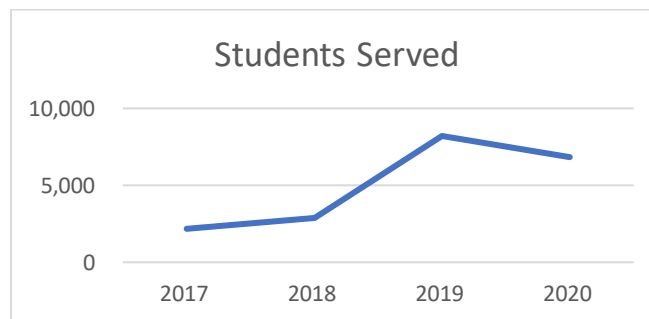


STUDENTS AND SCHOOLS SERVED

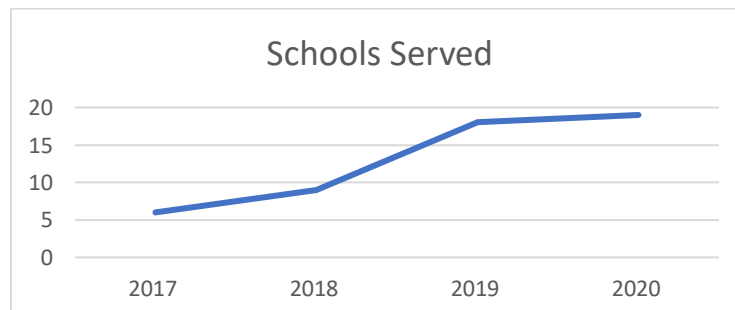
CSM continued its prime mission of helping Christian schools stay open and thrive so that they could serve an increasing number of children. Fundamental to each school are these questions:

- What is Christian, unique, compelling in the marketplace, about my school?
- Where do I have empty seats and which children are supposed to sit in them?
- In what ways does God want my school to be prosperous on behalf of children?
- How does the Board operate strategically / successfully to serve their Principal/Head of School?
- Is our mission being delivered to our children at a level of excellence?

Our first metric for success is students served – we served 6 schools of less than 100 students, supporting them as they grow from their small beginnings:



Our second metric is the number of schools/districts served and we served one more school in 2020 than in 2019 due to an increase particularly in Executive Coaching:



We are awed and excited by the progress we are making and the impact we have.

CSM FOUNDATION AND REINVESTMENT

The CSM Board decided to invest a portion of the Foundation funds this year into a new website = csmlearn.org As COVID impacted our direct on-site work with schools, we pivoted as our schools did to a greater understanding of online learning. We discovered that we could offer very particular services at a greatly reduced cost. At the same time, we found there were services that could not be offered without the personal / professional interaction that face-to-face brings.

We have now created 12 courses ranging from three to over a hundred lessons and from as little as \$14.97 to \$999 in cost. Importantly, we can now offer our Transformation Leadership Academy online and asynchronously. For those who are in the beginnings of school leadership, this Principal certification, based on hundreds of years of research and founded on Scripture, is a dramatic way to jump expertise and understanding to transform their schools.

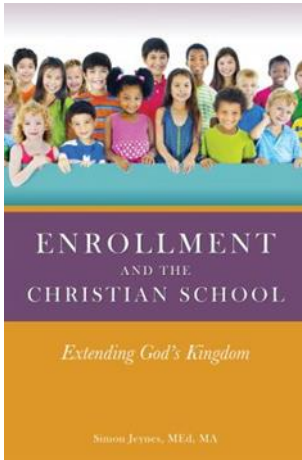
CSM Foundation Purpose



“Working with CSM results in reinvestment in the Christian School Movement”

The Christian School Management Association Endowment comes from tithing all income and shall serve three purposes:

1. To provide opportunities for Christian school leaders at any level to access Christian School Management services for leadership training by applying for grants to cover fees (but not personal expenses)
2. To provide opportunities for Christian schools to access Christian School Management consulting services by applying for grants to cover up to 50% of consulting costs
3. To finance and/or help finance research projects initiated by Christian School Management or carried out by 3rd party companies

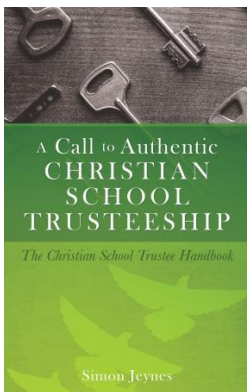


CSM BOOKS

CSM provides practical, Scripture infused, research solid, advice and counsel. There is remarkably little in the marketplace that isn't secular, not practical enough, or out of date. Given the 16,000+ schools that are out there, it is surprising that there is not a library for Christian school leaders to access. But there isn't.

2020 Enrollment and the Christian School: Extending God's Kingdom

This brand new book provides Christian school leaders with an understanding of what it means to fill every seat from a Christian point of view, what putting the word Christian in front of marketing really means, and how to engage the whole community in both enrollment and re-enrollment.

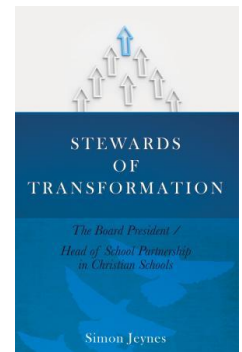


2017 A Call to Authentic Christian School Trusteeship: a Handbook for Christian School Trustees

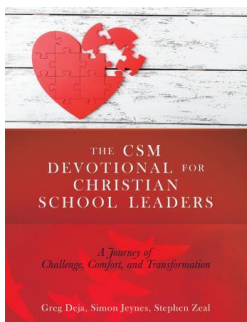
This practical handbook combines research, Biblical insight, and how-tos in a readable 134 pages good for reading through or dipping into. The beauty of this book is that it is actually readable! For Trustee PD!

2018 Stewards of Transformation: The Board President / Head of School Partnership in Christian Schools

The most important strategic partnership in the school is that between the Principal/HOS and the Board President. If that relationship goes well, then it is very likely that the relationship between the Board and the Principal/HOS will go well and the school will be healthy. This is a series of short, easy to read, chapters with plenty of practical application, and a great gift for the BP!



2019 The CSM Devotional for Christian School Leaders: A Journey of Challenge, Comfort, and Transformation



This devotional is the only one in the marketplace for our leaders. Remarkable! It is a collaboration between an Evangelical, a Catholic, and an Episcopalian. Only the Gospels and the Psalms are referenced since this is intended as a Jesus centered devotion. It speaks to the heart of the issues that many of our leaders face. Buy one for your favorite Christian school leader!

For 2021, CSM has its 5th book already at the editor's. This will be a one-of-its-kind in the marketplace and is called: The Stewardship of Sacred Time – Scheduling for Christian School Students.

ENTHEOS

CSM's advice and counsel letter began in February of 2018. Active readership has steadily increased from less than a 100 that first year to over 500 a week today.

	Week One	Week Two	Week Three	Week Four	Week Five	Total	Average
2018	2227	2071	2161	2249	928	9318	2,077
2019	3711	3931	3777	3723	1634	16452	3,735
2020	4911	4612	4503	4666	1623	19992	4,614

By the end of 2020, CSM has published 150 articles (don't forget the four books!) in 11 categories:

- Principal/School Board
- Enrollment Leaders
- Academic Leaders
- Philanthropy Leaders
- Finance Leaders
- Schedule Leaders
- Academics Leaders
- Leadership Practices
- Marketing Leaders
- Facilities Leaders
- Faculty Leaders



We now distribute to over 1900 school leaders across the United States and Canada. We even have a few from overseas: Australia, the Czech Republic, Bahamas, United Kingdom, Indonesia, China, Honduras, France.

For our members, there are now over 170 articles online in the above topics. More are put there literally every month.

DONATIONS

We are very grateful to all those who have donated to CSM in this past year. Know that we steward your money with care:

- CSM is a 501(c)3
- We file a 1099 each year
- The report shows where our money is spent
- Donations help us with everyday costs
- This year we had one special donation that will help us publish our next book:
Enrollment and the Christian School



We are helping to roll back the waves of despair and hopelessness. Every donation is not just a monetary bulwark for urgent action but a statement of partnership as we come together to drive the Christian School Movement forward.

⁴ I always thank my God for you because of his grace given you in Christ Jesus. ⁵ For in him you have been enriched in every way—with all kinds of speech and with all knowledge— ⁶ God thus confirming our testimony about Christ among you. ⁷ Therefore you do not lack any spiritual gift as you eagerly wait for our Lord Jesus Christ to be revealed. ⁸ He will also keep you firm to the end, so that you will be blameless on the day of our Lord Jesus Christ. ⁹ God is faithful, who has called you into fellowship with his Son, Jesus Christ our Lord. (1 Corinthians 1: 4-9 NIV)

We Ask For Your Prayers

- That we might become better and better known in order to benefit thousands more children and extend the Kingdom
- That Christian school leaders might be drawn to Transformation Academy and the training that will provide for their chosen vocations
- That CSM consultants might serve their schools with Godly wisdom and humility
- That Christian organizations might be drawn together to serve the Lord through our Christian schools in unity of purpose and will
- That donors might support CSM's efforts
- That we might continue to understand that all we have comes from the Redeemer and Sustainer of our faith

WE ARE THANKFUL FOR

Our CSM Board of Trustees:

Bonnie Swan, Wilmington, DE
 Bill Simmer, Wilmington, DE
 Greg Deja, Grand Rapids, MI
 Tom DeJonge, Grand Rapids, MI

Our CSM Consultants:

Bill Simmer, Wilmington, DE
 Cade Lambert, Des Moines, IA
 Jim Primus, Grand Rapids, MI
 Patrick Carlove, Carrollton, TX
 Simon Jeynes, Ridgetown, Ontario
 Stephen Zeal, The Woodlands, TX
 Tom DeJonge, Grand Rapids, MI



Our CSM Members:

United Faith Christian Academy; Lancaster Bible College; Three Rivers Christian School; Billings Christian School; Gloria Deo Academy; Bethany Christian School; Rainier Christian School; Seattle Classical Christian; Algoma Christian School; Hope Academy; Providence: A Christian Montessori Community; Scecina Memorial High School; Summit Christian School; Portsmouth Abbey School; Bishop Noland Episcopal Day School; The Bear Creek School; Catholic Central High School; Granville Christian Academy; Heritage Christian School Legacy Christian Academy; Wilmington Christian

School; Conestoga Christian School; Mid Vermont Christian School; Northern Michigan Christian School; Grand Rapids Catholic Central High School; Phil-Mont Christian Academy; Milpitas Christian School; Gateway Christian Schools; Bethany Christian School; Fredericksburg Christian School Rainier Christian School; King's Way Christian Schools; Calvary Christian School; Oakland Christian School; Grace Christian School, Vermont; Cedar Valley Christian School; The Frankfort Christian Academy; West Michigan Christian Schools, Michigan; True Foundation Christian Learning Center; Southwest Chicago Christian School; Denver Christian School; Marshalltown Christian School; Lake Center Christian School; Christian Heritage School; Samuel School; Lancaster County Christian School; Houghton Academy; Christian Heritage School; Regents Academy; Christian Montessori Center; Sunbury Christian Academy; Kalamazoo Christian School; Dayspring Christian Academy; Milpitas Christian School; Calvary Christian Academy; Washtenaw Christian School; The Potter's House; Casper Christian School; Leadership Christian Academy; Faith Heritage School; King's Way Christian Schools; Grand Rapids Christian School; Lighthouse Christian School; Resurrection

Christian School; Wayne Christian School; Plumstead Christian School; Waterloo Christian School; Faith Christian Academy; Bishop Noland Episcopal Day School; Coulee Christian School; Front Royal Christian School; The King's Academy; Sioux Center Christian School; Lancaster Mennonite School; Ashville Christian School; Lakeland Christian School; Catholic Foundation of West Michigan; Morning Star Christian School; Rock Solid Christian Academy

Our CSM Team:

Janice Deprez, Website Manager / Member Partner

Katie Reynolds, Chief Financial Officer

Simon Jaynes, Executive Director

2021 CSM Transformation Leadership Academy Online

July 20 – 23 Pt. One and July 27 – 30 Pt. Two

*To train, mentor, and inspire a generation of Christian school leaders
who will transform their schools with and for the next generation of children
to powerfully impact the world for Jesus.*

<https://christianschoolmanagement.org/3836-2/>

