

LAB 2030:

THE STRATEGIC PLAN FOR AN EXTRAORDINARY FUTURE

After 60 years of a proven, precedent-setting educational model for children with language-based learning differences, the time to prepare for the future of The Lab School of Washington is now. Lab 2030 is the culmination of our strategic planning process and charts the course for the next five years of extraordinary at Lab.

WHO WE ARE

By knowing solidly who we are, we are best positioned to chart the course for where we're headed.

Our Mission

At The Lab School of Washington, we embrace differences as advantages.

Our Values

At Lab, we believe in:

- **Learning:** We make discovery joyful.
- **Audacity:** We empower students to take risks.
- **Belonging:** We are invested in each other.

Our Vision

By 2030, The Lab School of Washington will set the national standard for specialized education.

With thriving students, innovative faculty, an arts-integrated approach, financial sustainability, and a culture of belonging, Lab will stand out as a best-in-class institution for students with language-based learning differences.

Lab will empower our students to embrace their differences as advantages by celebrating each student's strengths and encouraging personalized pathways for success.

HOW WE'LL GET THERE

To evolve into The Lab School of 2030, we will accomplish the following four goals.

Ensure Lab's long-term sustainability.

- Launch and execute a comprehensive capital campaign aligned with Lab's 60th anniversary celebration in 2027-28. This campaign will:
 - » Renovate and modernize Lab's facilities
 - » Cultivate a culture of philanthropy across the Lab community through strengthened endowment, annual, and planned giving
- Expand auxiliary revenue streams through new and enhanced programming and external partnerships.
- Create a long-term financial model and a risk-management system to "future-proof" Lab.

Enhance the student experience.

- Reframe the Upper School program to capitalize on its potential to provide personalized pathways that celebrate individual student strengths.
- Expand interdisciplinary and experiential learning opportunities across all divisions.

Make Lab *the* destination school for faculty who work with students with language-based learning differences.

- Develop a tiered, schoolwide professional development system that promotes continuous learning and growth.
- Formalize faculty leadership roles through recognition and compensation.
- Leverage Lab's in-house expertise to enhance the School's reputation and faculty engagement.

Elevate strategic communications and marketing.

- Launch a strategic communications campaign to promote internal and external understanding of Lab's identity as a leader in specialized, individualized education.
- Build a unified, strengths-based, and mission-aligned marketing approach that supports admissions and retention across all three divisions.