

2018 — TO — 2021

Strategic Plan



“Unlike schooling, the process of SelfDesign is a whole body/whole mind transformation, incorporating the patterns of our living into the design of learning strategies.

The SelfDesign model has nothing to do with schooling and everything to do with lifelong learning. It is a model that has emerged from real children learning together in true freedom – freedom to be curious and enthusiastic, freedom to work together in community. This model has come from the experts in learning – the children. It has also been integrated with the latest scientific insights into how we are optimally designed as human beings. This emerging methodology is the art and science of SelfDesigning...”

Brent Cameron with River Meyer
Unfolding Our Infinite Wisdom Within SelfDesign, 2012



The SelfDesign Learning Foundation is a registered Canadian charity, incorporated as a not-for-profit organization in the province of British Columbia.

From its humble beginnings in 1983, the organization has undergone several iterations. First named the Wondertree Learning Society by founder Brent Cameron, it operated the WonderTree Centre (1983-2009) as a Group 1 independent K-9 school with an enrollment of approximately 12-20 learners. The society also operated Virtual High (1993-1996), a grade 9-12 education program with an enrollment of 50 learners. The organization later changed its name to the Wondertree Foundation for Natural Learning (1996), and subsequently to its current name of the SelfDesign Learning Foundation in 2010.

Although the organization has evolved and grown significantly over the past 37 years, the philosophy and praxis of SelfDesign, first introduced by Cameron, has remained at the core of the organization's operations and program offerings.



This philosophy supports people of all ages in authoring their own lives and designing their own learning.

Based on relationship, conversation, and reflection, the model encourages a deep understanding of self in connection with others, creating an observable manner of living over time. Commonly resulting qualities include self-agency, ongoing curiosity, connection and collaboration, authenticity, confidence, respect, and resilience.



SelfDesign Learning Foundation Operates Several Programs:

1. SelfDesign Learning Community
2. SelfDesign Home Learning
3. SelfDesign Support Education

A photograph of a family of four walking away from the camera through tall, golden grass at sunset. The sun is low on the horizon, creating a warm, golden glow and long shadows. The family consists of a man, a woman, and two children. The man is on the left, wearing a dark jacket. The woman is next to him, wearing a dark coat. A young child is in the center, holding hands with the man and a boy on the right. The boy is wearing a light-colored shirt and dark pants. The grass is tall and swaying, and the overall atmosphere is peaceful and hopeful.

PROGRAMS


SelfDesign
Learning Foundation

1.

SelfDesign Learning Community

SelfDesign Learning Foundation is the school authority for the SelfDesign Learning Community - one of the largest independent distributed learning schools in the province of British Columbia.



A photograph of three children lying on their backs on a lush green lawn. They are holding their legs straight up in the air, and each is holding a pair of shoes at the tips of their toes. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. The background is a soft-focus view of trees and foliage.

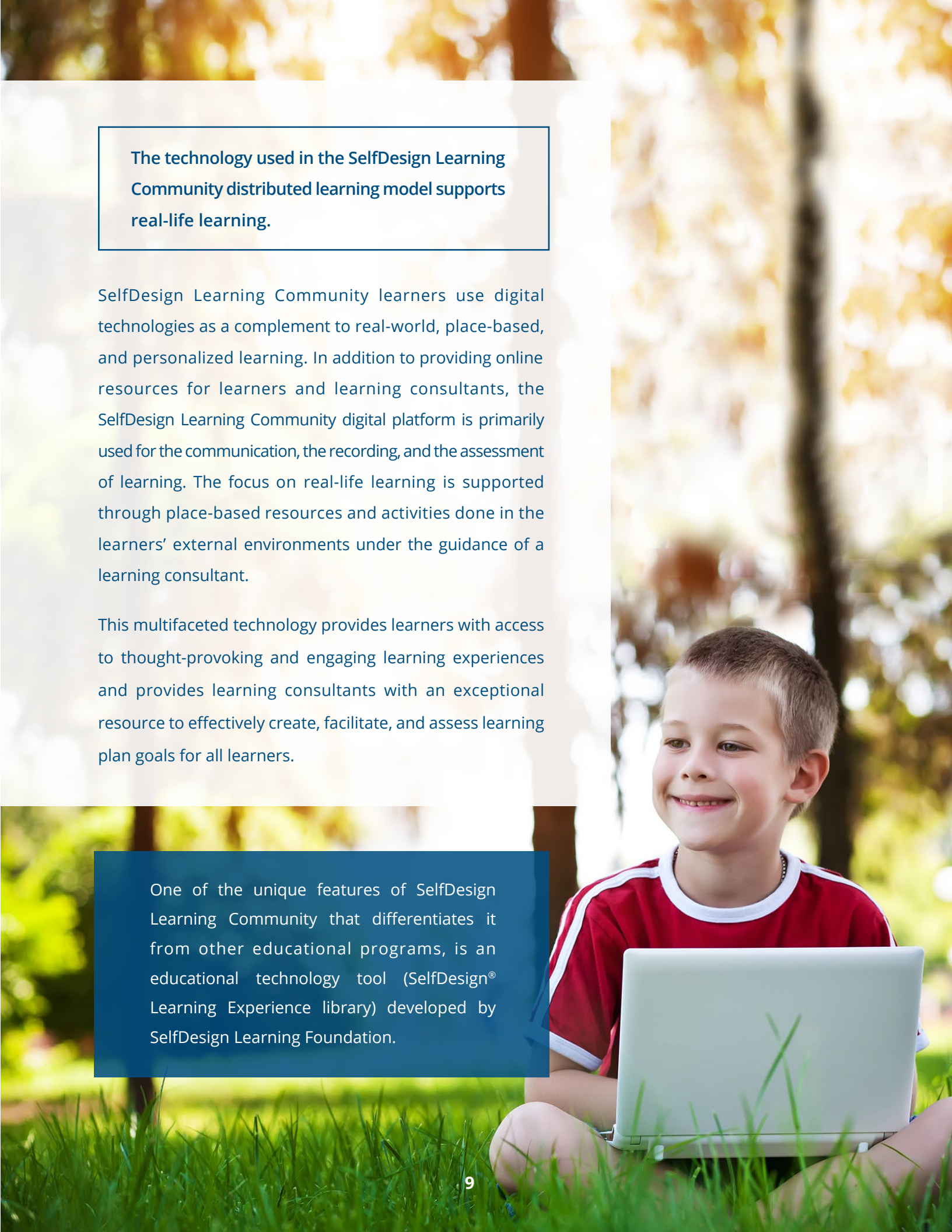
SDLC's inclusive, personalized, and flexible approach to education provides approximately 2,000 learners from kindergarten to grade 12 with tuition-free and individualized learning each year. Families that choose SDLC for their children do so as a first-choice option because the program provides competency-driven, concept-based, project and inquiry-based learning opportunities that are meaningful and relevant to the student.

2,000 learners from kindergarten to grade 12 have tuition-free and individualized learning each year.

Unlike many distance education models that are one-dimensional and teacher-led, SDLC offers a student-focused and teacher-facilitated learning experience.

Learners choose from one of approximately 185 BC certified teachers, called learning consultants, who guide learning in learners' home environments. SDLC learning consultants are assigned a maximum of 33 learners per year, making the student-to-teacher ratio low regardless of grade level.



A young boy with short brown hair, wearing a red t-shirt with white stripes on the sleeves, is sitting on a lush green lawn. He is holding a silver laptop on his lap and looking off to the side with a thoughtful expression. The background is a soft-focus view of trees with yellow and orange autumn leaves, suggesting a park or outdoor setting. The overall lighting is warm and natural.

The technology used in the SelfDesign Learning Community distributed learning model supports real-life learning.

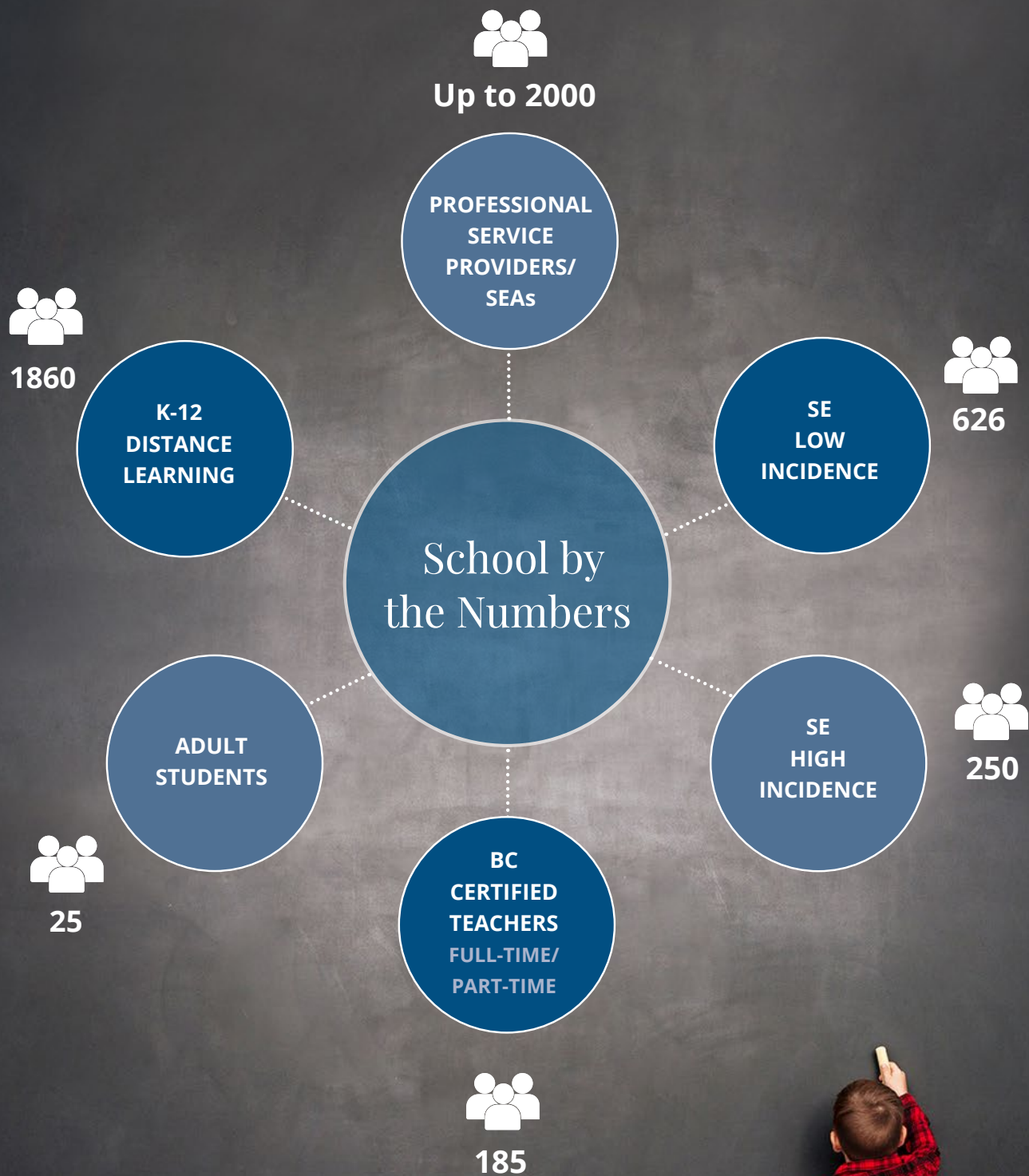
SelfDesign Learning Community learners use digital technologies as a complement to real-world, place-based, and personalized learning. In addition to providing online resources for learners and learning consultants, the SelfDesign Learning Community digital platform is primarily used for the communication, the recording, and the assessment of learning. The focus on real-life learning is supported through place-based resources and activities done in the learners' external environments under the guidance of a learning consultant.

This multifaceted technology provides learners with access to thought-provoking and engaging learning experiences and provides learning consultants with an exceptional resource to effectively create, facilitate, and assess learning plan goals for all learners.

One of the unique features of SelfDesign Learning Community that differentiates it from other educational programs, is an educational technology tool (SelfDesign® Learning Experience library) developed by SelfDesign Learning Foundation.

In order to facilitate social interaction and build the school community, the communication of learning in SelfDesign Learning Community includes written correspondence, real-time meetings with learning consultants and peers using web conferencing technology, photos, videos, and other artifacts and evidence of learning.





SelfDesign Learning Community
School By The Numbers

2.

SelfDesign Home Learning

On average there are 290 learners registered in the SelfDesign's Home Learning program annually, representing approximately 10 percent of the total learners registered in BC homeschooling programs.



SelfDesign Home Learning has been serving learners since 1989.

As per the provincial School Act, parents who choose homeschooling for their children are required to register their children in a recognized 'school', but these learners will not receive grades or high school diplomas. Although Home Learning is recognized as part of SelfDesign Learning Foundation there is no educator support and no reporting provided in contrast to what is provided with learners enrolled in SelfDesign Learning Community

SelfDesign Learning Foundation receives a nominal fee from the Ministry of Education for each learner registered in the Home Learning program. The majority of this fee is offered back to parents to support educational resources for their children; the remainder goes towards SelfDesign Learning Foundation.



3.

SelfDesign Support Services

SelfDesign Support Services is a service within SelfDesign Learning Community that supports learners with special needs.



Supporting Learners with Special Needs

- ✓ **Our inclusive kindergarten to grade 12** program provides equal access to opportunities for all learners, including specific services to support learners of all ages with special needs.
- ✓ **Learners are unique so we adapt our programming** to them. Every learner has a unique voice, and our inclusive kindergarten to grade 12 program is committed to listening to each and every child – however they are able to communicate.
- ✓ **Families know their child better** than anyone and, while opinions of professional experts are highly regarded, their insights are equally valued.
- ✓ SelfDesign's **support services creates Individual Education Plans** for children that go above and beyond a regular learning plan. Each plan is learner-centred and created through collaboration between families, their child, and a B.C. certified educator (specialized learning consultant) to identify and support their child's individual needs. Learners will have access to specialists who can provide a wide array of services, including speech pathology, psychology, etc.
- ✓ We **provide services for all learners needing additional support** to maximize their learning opportunities. We offer support services to learners who have been, in accordance with B.C. Ministry of Education guidelines, professionally diagnosed with low incidence needs or who may or may not have been diagnosed with high incidence needs.

“It's a real privilege to be able to support learners who struggle to feel welcome even or valued, to know that they can have a home in SelfDesign and they can feel like they can be who they are and that they belong.”

– Nikki Kenyon,
Principal of Educational Programs,
SelfDesign Learning Community



Governance:

SelfDesign Learning Foundation is governed by a Board consisting of up to 11 elected, volunteer directors. The SelfDesign Learning Foundation Board meets regularly, and holds an Annual General Meeting within six months of the end of the fiscal year (July 31st of each year). The voting members of the Society include the Board of Directors and Society Members.

The SelfDesign Learning Foundation Board of Directors follows a modified version of the Carver Model * of Board Governance which focuses on policy development. The responsibility of the Board of Directors is to create and review policy that supports the mission of the Foundation, hire and evaluate the CEO/President, and act as needed to ensure the health and long-term success of the Foundation. This includes providing strategic support and expertise, ensuring continuity of the vision, legacy, and succession of leadership for the Foundation, and advocacy for SelfDesign both as an organization and as a praxis for learning.

**The Carver Model of Governance is also known as Policy Governance®, an integrated board leadership paradigm created by Dr. John Carver. The model enables the board to focus on the larger issues, to delegate with clarity, to control management's job without meddling, to rigorously evaluate the accomplishment of the organization; to truly lead its organization.*

Our mission

To support learners, families and educators in creating what matters to them in their lives, through effective educational methods in alignment with the principles of SelfDesign.

Our vision

SelfDesign is the leading model for natural and personalized lifelong learning in North America.

Our values



Curiosity is our lifelong pathway to transformative experiences. We foster engagement in the natural unfolding of interest-based learning through conversation, collaboration and co-creation.



We embrace heart-centred and co-inspirational relationships based on acceptance, respect and support of one another.



We innovate and evolve our learner-centred educational programs and services based on an understanding of cutting-edge research in the fields of pedagogy, human development, neuroscience and technology.



We live our shared values of honesty, authenticity, fairness and openness.



We are responsible and responsive to our stakeholders, upholding our agreements to them and to one another. We assume individual self-agency and capacity while remembering we are part of the greater whole organization.



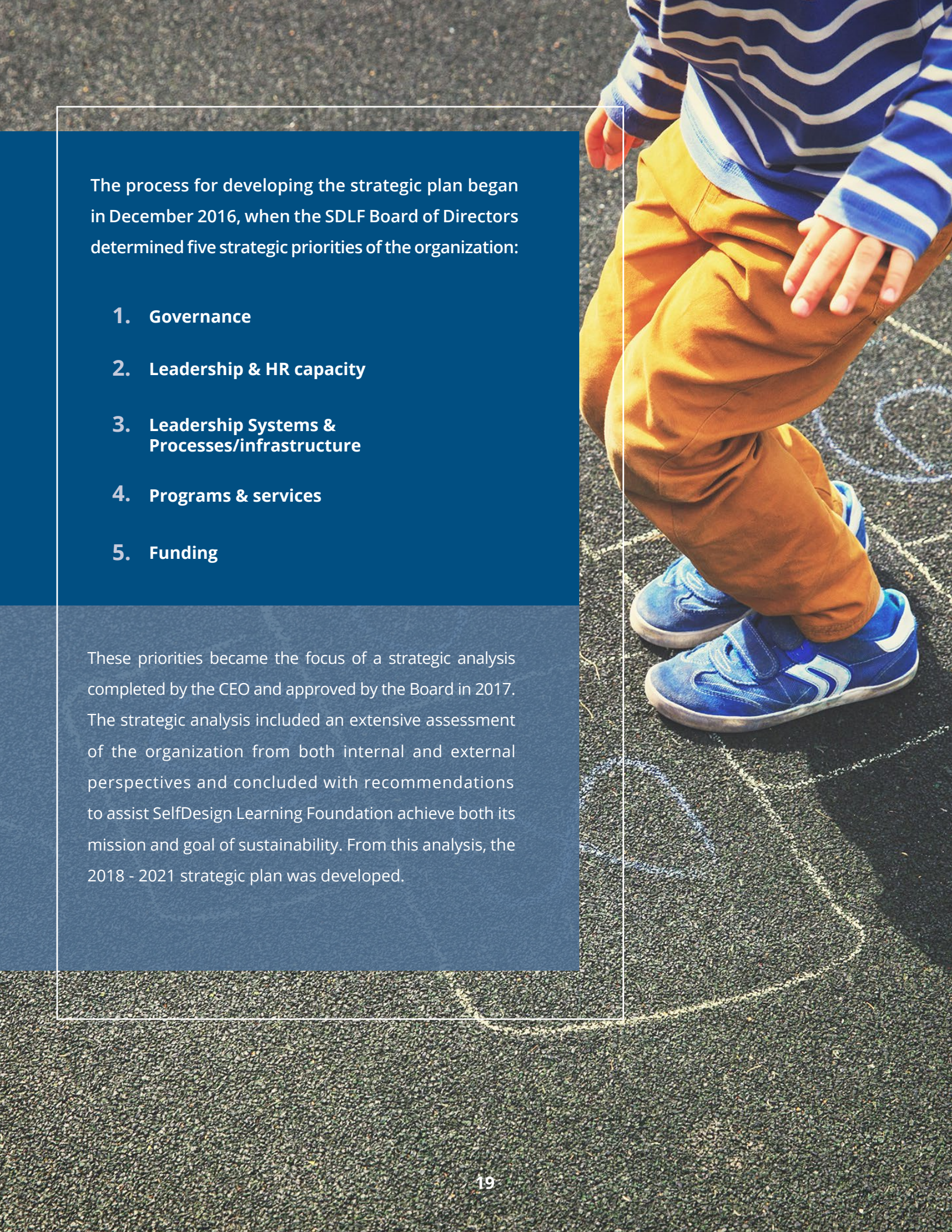
We are committed to excellence by providing first-choice educational programs and services that are inclusive, supportive and accessible to those we serve, regardless of income level, personal or spiritual beliefs, or degree of need.

DEVELOPMENT OF

SelfDesign Learning Foundation

2018 - 2021
Plan






The process for developing the strategic plan began in December 2016, when the SDLF Board of Directors determined five strategic priorities of the organization:

1. **Governance**
2. **Leadership & HR capacity**
3. **Leadership Systems & Processes/infrastructure**
4. **Programs & services**
5. **Funding**

These priorities became the focus of a strategic analysis completed by the CEO and approved by the Board in 2017. The strategic analysis included an extensive assessment of the organization from both internal and external perspectives and concluded with recommendations to assist SelfDesign Learning Foundation achieve both its mission and goal of sustainability. From this analysis, the 2018 - 2021 strategic plan was developed.

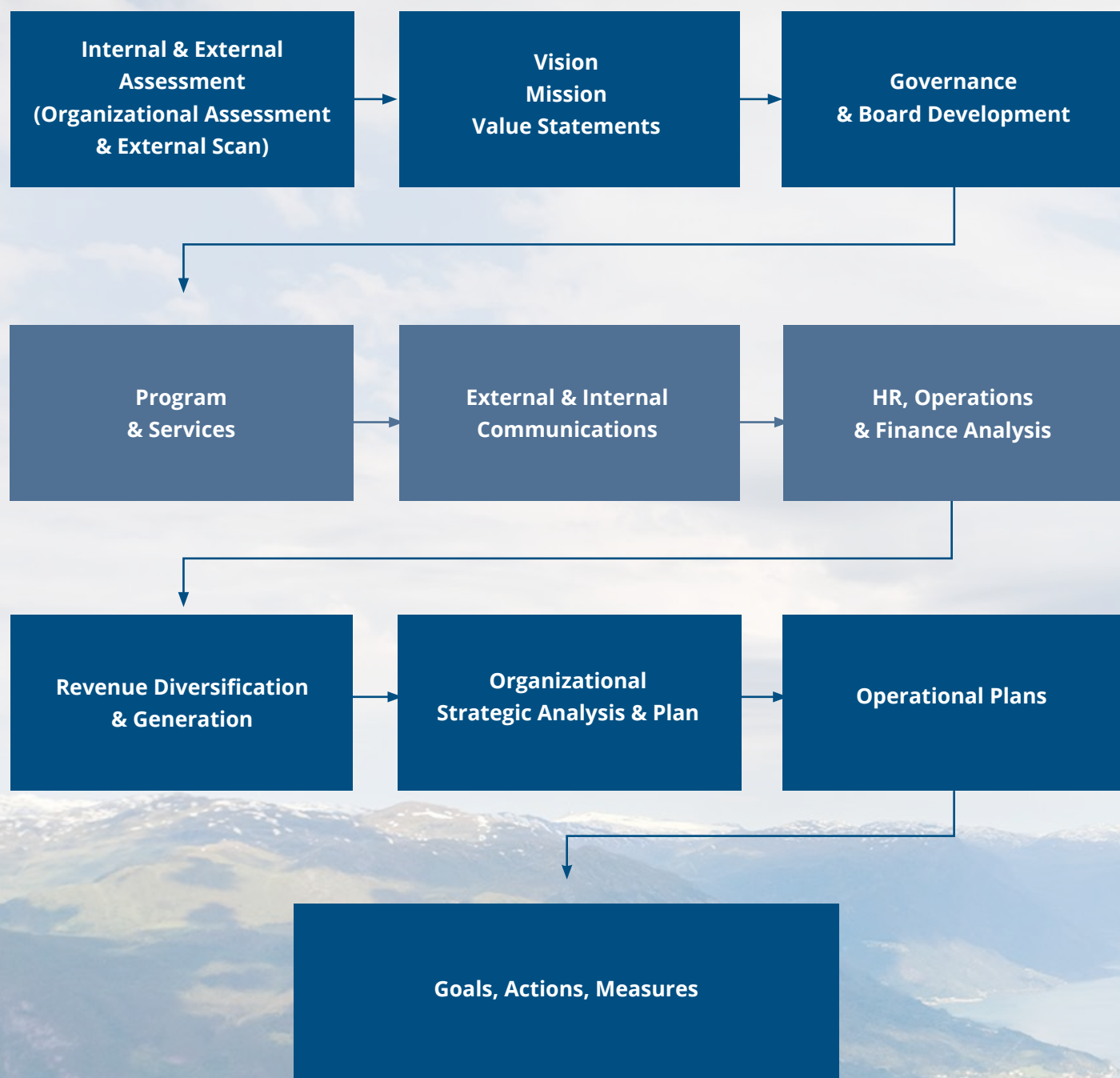


The strategic plan is used as a guideline for SelfDesign Learning Foundation leadership to develop and implement annual operational plans and subsequently to gauge or measure actions and outcomes based on the goals described in the strategic plan. The SelfDesign Learning Foundation leadership conduct an annual review of the strategic plan to ensure that strategies and goals in the plan continue to meet the needs of the organization and its stakeholders. An updated strategic plan will be developed and presented to stakeholders again in 2021.



Process Map:

STRATEGIC PLAN DEVELOPMENT





STRATEGIC PRIORITIES & GOALS

STRATEGIC PRIORITIES

GOALS

1. Governance



Establish a governance framework with clearly defined processes and structures which are: strategically focused; aligned with the SelfDesign Learning Foundation vision, mission and values statements; and which meet the legal, regulatory, and fiduciary requirements of a not-for-profit society registered in the Province of BC and those of a charitable organization registered with the Canada Revenue Agency.

2. Leadership & HR Capacity



Have a clear understanding of the current and future HR needs of SelfDesign Learning Foundation and from this understanding allocate resources to build a team comprised of individuals with the skill sets and expertise to fulfill organizational requirements.

3. Systems & Processes / Infrastructure



Build a strong organizational infrastructure by establishing clearly defined operational systems and processes.

4. Programs & Services



All SelfDesign branded programs and services support the growth and sustainment of SelfDesign Learning Foundation by being consistently aligned with the vision, mission and brand of the organization.

5. Funding



SelfDesign Learning Foundation will generate income from diversified sources that are supportive of its growth and sustainability, while at the same time remain consistent with the organization's vision and mission.

1.0

STRATEGIC PRIORITY:

Governance



LONG TERM GOAL

Establish a governance framework with clearly defined structures and processes which are: strategically focused; aligned with the SelfDesign Learning Foundation vision, mission and values statements; and which meet the legal, regulatory, and fiduciary requirements of a not-for-profit society registered in the province of BC and those of a charitable organization registered with the Canada Revenue Agency.



STRATEGIC OBJECTIVES

- 1.1 Processes established to complete core Board tasks
- 1.2 Mission and vision statements continue to be aligned with organizational goals
- 1.3 Board management structure and systems are established
- 1.4 Systems established to ensure that government regulations and legislations continue to be upheld



2.0

STRATEGIC PRIORITY:

Leadership &
HR Capacity



LONG TERM GOAL

Have a clear understanding of the current and future HR needs of SelfDesign Learning Foundation, and from this understanding allocate resources to build a team comprised of individuals with the skill sets and expertise to fulfill organizational requirements.



STRATEGIC OBJECTIVES

- 2.1 Identify and define critical roles
- 2.2 Ensure contractors have the skill sets required for the roles they are contracted for
- 2.3 Monitor and assess talent model



3.0

STRATEGIC PRIORITY:

Systems &
Processes / Infrastructure



LONG TERM GOAL

Build a strong organizational infrastructure by establishing clearly defined operational systems and processes.



STRATEGIC OBJECTIVES

- 3.1 Operational strategies are established in all areas of the organization
- 3.2 Identify, manage and reduce organizational risk



4.0

STRATEGIC PRIORITY:

Programs &
Services



LONG TERM GOAL

All SelfDesign branded programs and services support the growth and sustainment of SelfDesign learning Foundation by being consistently aligned with the vision, mission and brand of the organization.



STRATEGIC OBJECTIVES

- 4.1 Develop a sustainable growth strategy for SelfDesign Learning Community
- 4.2 All SelfDesign® branded programs are managed and/or approved by SelfDesign Learning Foundation
- 4.3 All SelfDesign® programs, and affiliated programs, are consistently branded



5.0

STRATEGIC PRIORITY:

Funding



LONG TERM GOAL

SelfDesign Learning Foundation will generate income from diversified sources that are supportive of its growth and sustainability, while at the same time remain consistent with the organization's vision and mission.



STRATEGIC OBJECTIVES

5.1 Develop a business development strategy



