



STRATEGIC PLANNING SUMMARY

2025

BACKGROUND

MHBS is a TK-12 Christian learning institution founded in 1871 by TB Larimore. The school has operated without interruption since its re-founding in 1947. The school is situated on a 50-acre campus in the heart of Florence, AL. The school currently serves around 900 students between the pre-school, primary, and secondary schools all located at 698 Cox Creek Parkway. The school was founded, supported, and operated by members of the churches of Christ which continues to this day.

Mars Hill recognizes the importance of a strategic plan for the future of the school and has invested in the process beginning in December 2024. The goals are to give stability to the institution, renew and protect the mission, and cast a vision forward for the future.

MISSION

The mission of Mars Hill Bible School is to provide every child with a challenging Christ-centered education emphasizing spiritual, academic, physical, and social development in a nurturing environment.

Est. 1871

EXECUTIVE TEAM

President: Dr. Laws Rushing II
Vice President: Ms. Lori Tays
CFO: Mr. Pat Moon
Educational Administration:
MS/HS Principal: Mr. Dexter Rutherford
Elementary Principal: Mrs. Kim Chandler
Preschool Director: Mrs. Rachel Chandler

BOARD OF DIRECTORS

Mr. Kevin Chandler
Dr. Nathan Daily
Mrs. Ashley Harris
Mr. Will Lambert
Mr. Jon Pannell, Chairman
Mrs. Gwen Patrick
Mr. Austin Penter
Mr. Will Thomas, Vice Chairman
Mr. Grant Wright, Esq.



RATIONALE

The goal and purpose of a strategic plan is to understand the mandates that structure the institution, missional values, and create a plan which reflects the school's identity and purpose while actively engaging the challenges and opportunities to shape the future into institutional alignment and success.

STRATEGIC PLAN PRIORITIES

1 Pursue Excellence in holistic Christian education.

Mars Hill's mission has always embodied a holistic approach with Biblical instruction at the core. It is through the Biblical lens that all disciplines can be fully appreciated and developed in the learner. Mars Hill seeks to "provide a Christ centered education emphasizing spiritual, academic, physical, and social development." The faculty cares and teaches the mind, heart, body, and soul.

- **Biblical worldview and spiritual growth**
- **Social Emotional learning**
- **Academics**
- **Arts**
- **Athletics**
- **Student Life**
- **Leadership**

2 Invest in our invaluable faculty and staff.

The most important and vital aspect to the identity and succession of the mission of Mars Hill is the faculty and staff. The institution stands on the shoulders of generations of amazing teachers who shaped young minds and hearts. The strategic plan recognizes the invaluable resources that we have in our faculty and staff. The school seeks to attract and retain talented and missionally minded individuals for the benefit of our students.

- **Recruitment**
- **Retention**
- **Teacher Satisfaction**

3 Create a nurturing and innovative environment for our students.

The mission of MHBS includes fostering a nurturing environment for our students and families. The facilities must be safe, clean, comfortable, and innovative with technological tools that prepare the student for college and the world beyond. The policies of the school need to reflect consistency and care of administration and teachers.

- **Facility growth and sustainability**
- **Technology**
- **Safety**
- **Policy**

4 Engage our community with integrity and collaboration.

The mission of the school is to provide for our students which means we must be community minded. The identity of MHBS is because of the mission, history, and contributions of the area churches of Christ. Mars Hill seeks to engage our community with institutional integrity by understanding who we are first and then engaging our community through a genuine faith and service. We also desire to have a family experience of love and respect from the admissions process to graduation.

- **Institutional identity and preservation**
- **Church relations and marketing**
- **Shoals area reputation management**
- **Family experience at school**

5 Steward God's resources within our responsibility.

God has richly blessed the school through enrollment growth, gifts, and resources. We are to steward these resources with honesty and wisdom. Also, prioritizing aspects of the school which are missional in nature and need.

- **Endowment**
- **Debt**
- **Giving**
- **Enrollment Growth**