

*Marshall*  
education group



Valuing Tradition – Envisioning the Future



**Classical Education for Schools and Homeschools**

We believe

“The best education for the best...  
should be [available as] the best  
education for all.”

Robert Hutchins, When  
President of the University of Chicago

**A renewal of classical liberal arts  
education in private and home schools  
is growing while innovative solutions  
from experienced educational  
entrepreneurs can help it thrive!**

# MISSION



**To provide classical, Christian, and home schools innovative solutions to start (or convert), grow and improve through professional training, advisory services and a Learning Repository.**

**Start or  
Convert  
School**

**Train Faculty  
& Staff**

**Advisory  
Services**

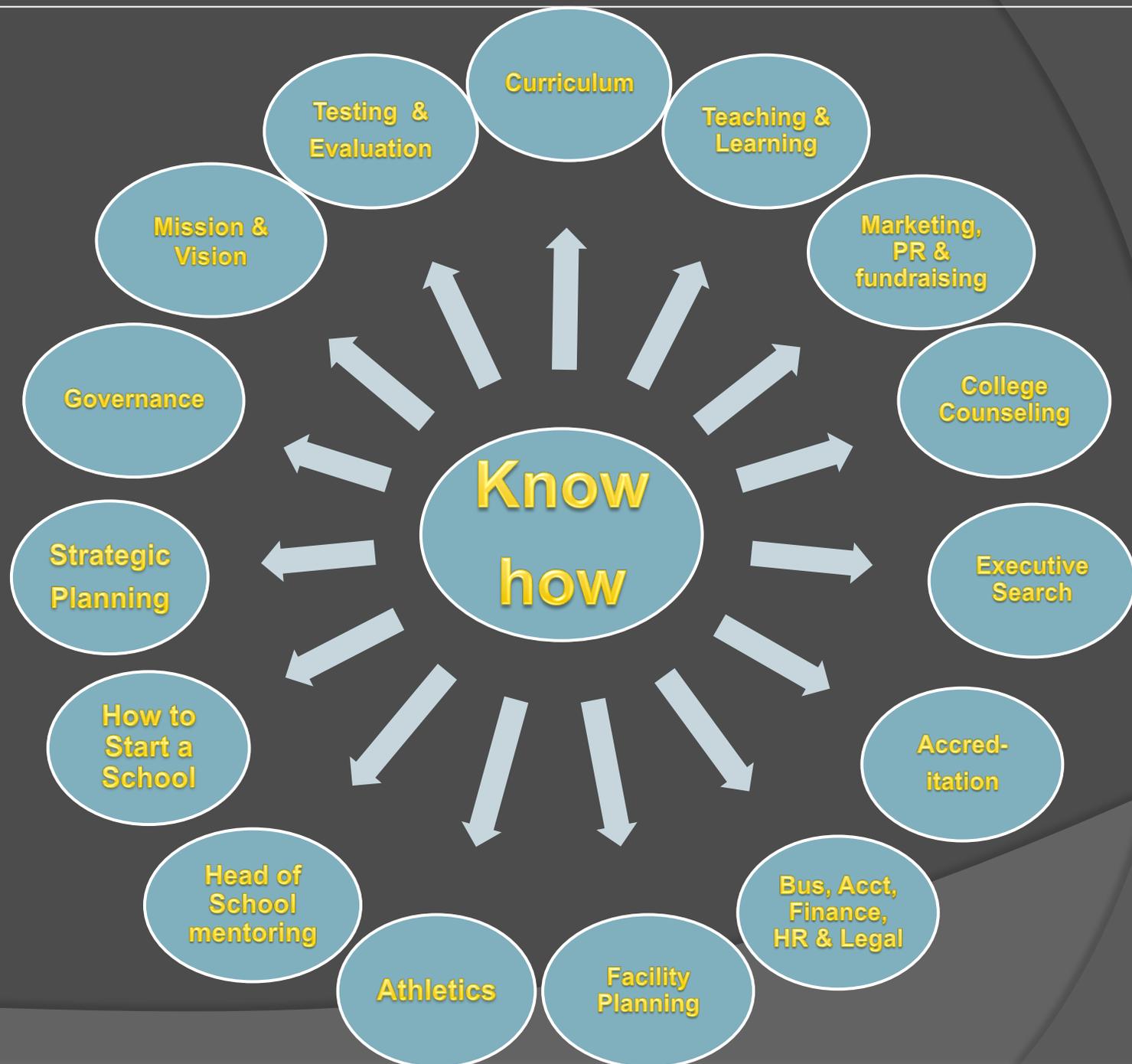
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**Learning  
Repository &  
LMS**

**Continuously  
Improve &  
Grow**

**Sustain  
Leadership**





# Start Your Classical School with us to:



1. **Clarify mission, vision, core values**
2. **Brand, differentiate and design logo**
3. **Launch website**
4. **Access Learning Repository**
5. **Social media, word of mouth, and conventional marketing**
6. **Keynote at kick-off event**
7. **On site training for faculty, staff and admin**
8. **Facility, budget and support systems**
9. **Advice through accreditation**

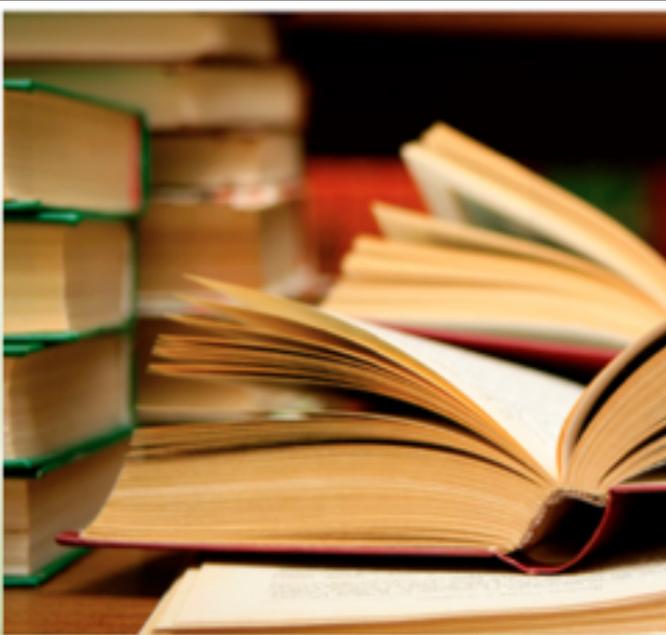
# Train Your Faculty & Staff

1. **Worldview**
2. **The 7 Liberal Arts**
3. **Classical Pedagogy**
4. **Climate and Culture**
5. **Coordinated Curriculum**
6. **Teaching Methods**
7. **Teaching each discipline**
8. **Evaluation and Improvement**



# CLASSICAL LEARNING REPOSITORY

BLENDING ON LINE RESOURCES BOOKS AND ON SITE TEACHING



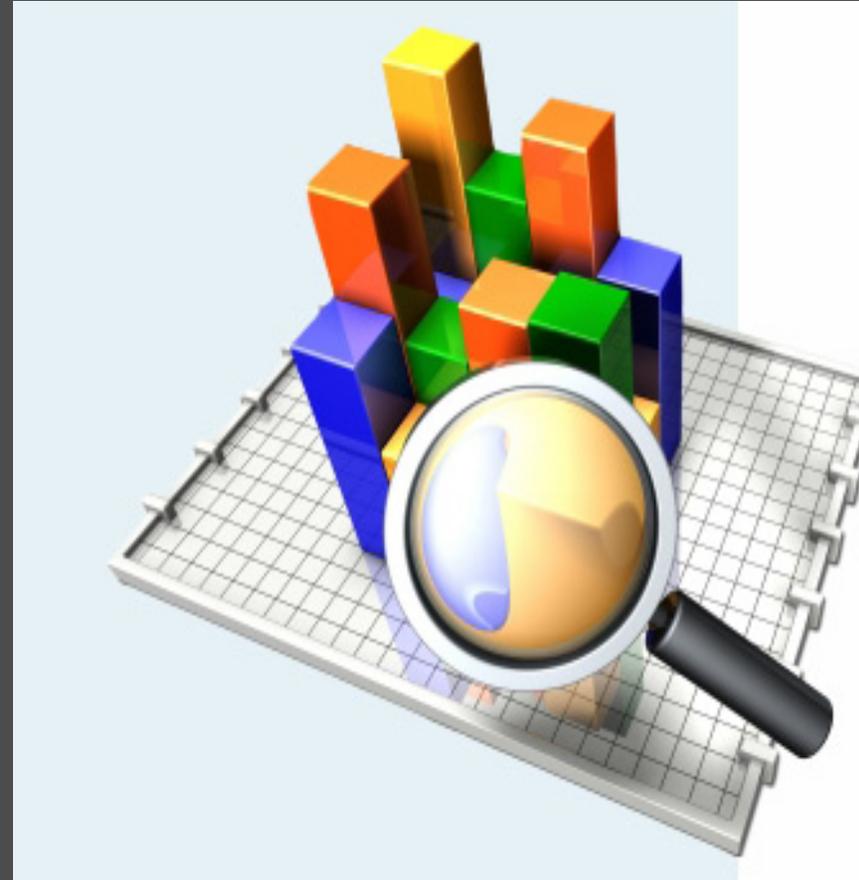
Successfully Field  
Tested at Coram Deo  
Academy

- ⦿ **Scoped and sequenced PreK-G12 program**
- ⦿ **Classical liberal arts curriculum design**
- ⦿ **Course descriptions**
- ⦿ **Curriculum includes lesson helps, handouts, homework assignments, quizzes and test**
- ⦿ **Multimedia training to support the classical pedagogy**
- ⦿ **Communication and school community interaction tools, blogs, discussions etc.**
- ⦿ **Annually updated booklist and bookstore**
- ⦿ **Stands alone or coordinates with your School Information System**

# LEARNING REPOSITORY

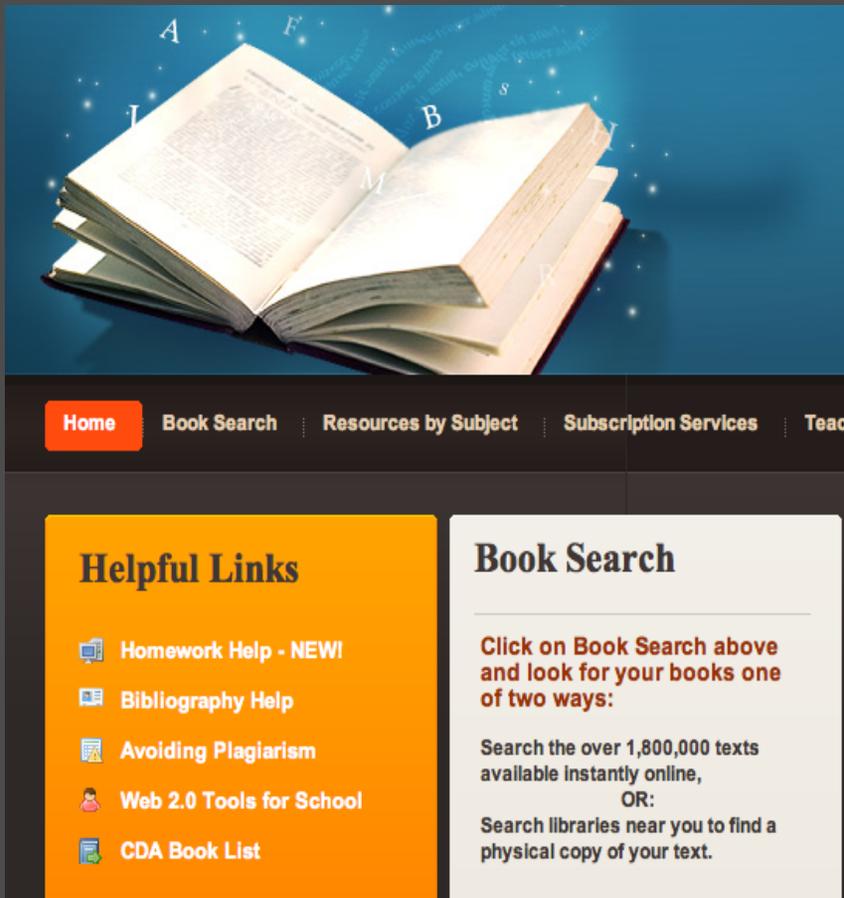
## BLENDING ON LINE RESOURCES AND ON SITE ADMINISTRATION

- ⊙ **How to Start a School Guide**
- ⊙ **Start up Excel spread sheet**
- ⊙ **First year revenue expense Excel spread sheet**
- ⊙ **Corporate Articles and Bylaws**
- ⊙ **Board Policy Governance Handbook**
- ⊙ **Parent Student Handbook**
- ⊙ **Human Resources Handbook**
- ⊙ **Administrative Tickler**
- ⊙ **Marketing and advancement plan**
- ⊙ **Brochures for customization**
- ⊙ **And more**



**No need to re-invent the wheel**

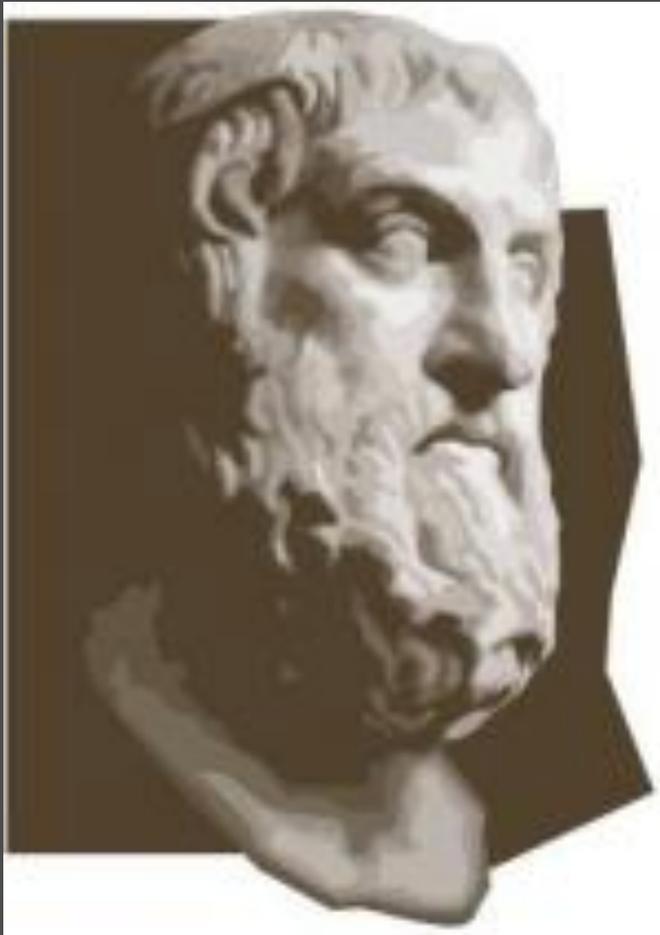
# FREE RESOURCES



- ⦿ **E-letter and blog posts for you and your website**
- ⦿ **Student Book Search and Resources Website**
- ⦿ **Articles and Media**

**Adapt to meet your needs**

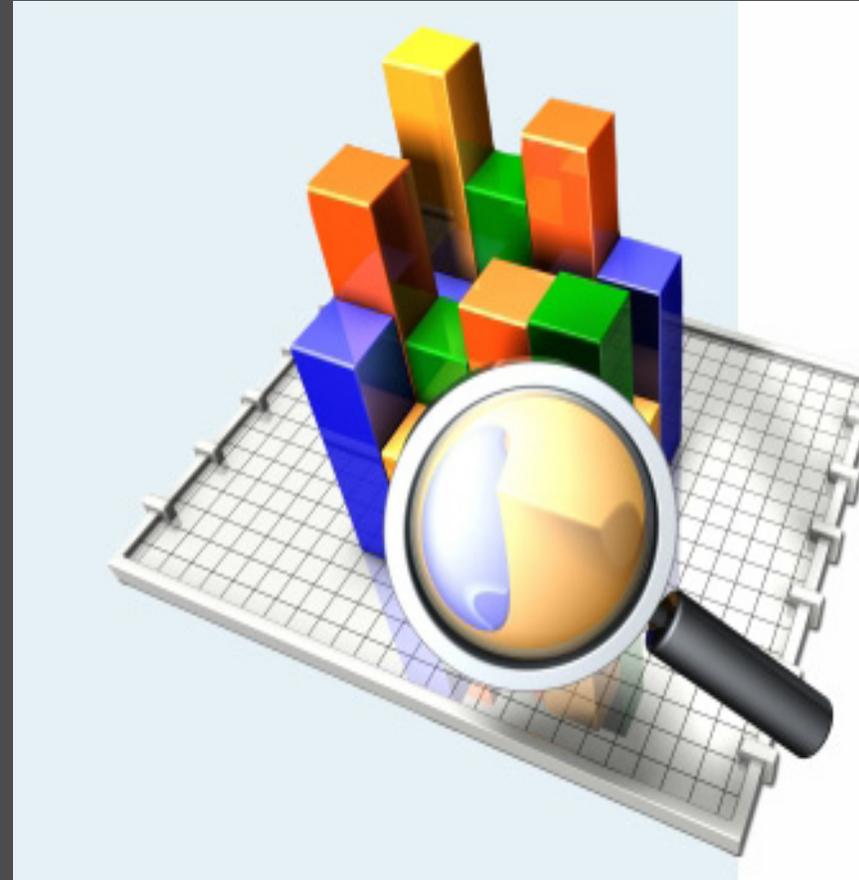
# Sustain Your School's Leadership Headmaster Advisory Service



1. **Regular conversation with an experienced headmaster**
2. **The Headmaster**
  1. **as Visionary**
  2. **as Head Teacher**
  3. **as CEO**
3. **The Headmaster and Managing Up**

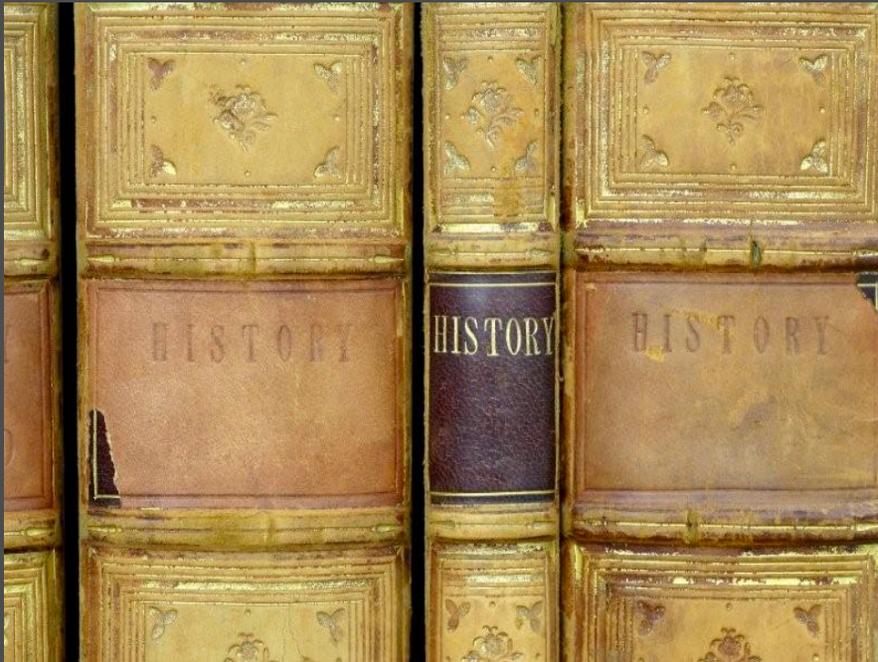
# Continuously Improve and Grow Strategic Academy Assessment - 1

- ⦿ **OUTLINING STEPS TOWARD SUCCESS**
- ⦿ **VISION AND PURPOSE**
- ⦿ **GOVERNANCE AND LEADERSHIP**
- ⦿ **TEACHING AND LEARNING**
- ⦿ **DOCUMENTING AND USING RESULTS**
- ⦿ **RESOURCES AND SUPPORT SYSTEMS**
- ⦿ **STAKEHOLDER COMMUNICATION AND RELATIONSHIPS**



Parlay into Accreditation

# Continuously Improve and Grow Strategic Academy Assessment - 2



Parlay into Accreditation

- ◉ **COMMITMENT TO CONTINUOUS IMPROVEMENT**
- ◉ **EXTERNAL FACTORS, BRANDING, IDENTITY AND GROWTH**
- ◉ **SCHOOL STATISTICS**
- ◉ **HEADMASTER ANALYSIS AND PLAN**
- ◉ **BOARD ANALYSIS AND PLAN**
- ◉ **CONCLUDING THOUGHTS**
- ◉ **REPORT TO CONSTITUENTS**

# THE TEAM

- **Rodney J. Marshall**  
President and Owner
- **Robi Marshall**  
Senior consultant for  
teaching, learning &  
curriculum
- **Scott Davis**  
Consultant for  
accreditation
- **Other Collaborators**



Architect, head of  
school search firm, etc.



Decades of success

# Contact Us



*Rodney J. Marshall is President and Owner of [Marshall Education Group](#). In 1999 he led the founding of [Coram Deo Academy](#) in Dallas/Fort Worth. CDA grew from 0 to one thousand enrollees in ten years, and from minimal start up funds to a multi-million-dollar non-profit generating a surplus during a recession. Marshall Education Group provides innovative solutions to start, grow, and improve classical, and Christian schools through professional training, advisory services, our online Learning Repository & Management System, and a free [BLOG](#) and newsletter.*

[rodney@marshalleducationgroup.com](mailto:rodney@marshalleducationgroup.com)

940-367-7575

# LET'S GET STARTED



# SCHOOL START UP PACKAGE

⊙ Clarify vision, professional development of brand identity, colors & logo with Contemporary Communications	2,000
⊙ Launch customized website from template	2,000 w/hosting
⊙ License Learning Repository	3,000
⊙ Provide administrative start up resources	2,000
⊙ Keynote at kick-off event	1,000
⊙ On site training for faculty, staff and administration	3,000
⊙ Start-up year advisory retainer	<u>7,000</u>
⊙ Total of pieces	\$20,000
⊙ DISCOUNTED SCHOOL START UP PACKAGE	\$15,000
⊙ PAYABLE MONTHLY	\$ 1,250/MO

## ANNUAL Services

⊙ Annual Learning Repository License	\$ 2,500
⊙ Annual Website License	1,500 w/hosting
⊙ Annual advisor retainer	<u>6,000</u>
⊙ Total Annual pieces	\$10,000
⊙ DISCOUNTED ANNUAL PACKAGE	\$ 7,500
⊙ PAYABLE MONTHLY	\$ 625/MO

No need to re-invent the wheel

# References

- Patch Blakey, Executive Director, Association of Classical and Christian Schools. Rodney is an experienced, dedicated leader in classical Christian education who has founded and developed one of the largest classical Christian schools in ACCS. He is a competent and reliable source of wisdom and advice in starting and operating a successful classical Christian school.”–208-892-8094 - [execdirector@accsedu.org](mailto:execdirector@accsedu.org)
- Dr. Ryan Brown, Founding Chairman of the Board, Veritas Classical School, Oklahoma City. 405-325-4526 - [rpbrown@psychology.ou.edu](mailto:rpbrown@psychology.ou.edu)
- Joy Davis, Head of School, Gloria Deo Academy, Springfield, Missouri. 417-881-7614 - [joy@glendalechristian.org](mailto:joy@glendalechristian.org)
- Tom Guthrie, Founding Chairman of the Board, Providence. 479-799-1051 - [tom.guthrie@bms.com](mailto:tom.guthrie@bms.com)
- Kimi Hill, Founder, Hawaiian Classical Christian Academy. 808-217-6846 - [kkhill7@netzero.net](mailto:kkhill7@netzero.net)
- Bill Rector, Interim Head of Schools, Coram Deo Academy. 972-691-5648 – [bill.rector@coramdeoacademy.org](mailto:bill.rector@coramdeoacademy.org)
- Chris Baumann, General Counsel, Responsive Educational Solutions. “Rodney Marshall is equal parts visionary, administrator, and communicator. He is the rare leader who possesses the ability to envision innovative solutions to complex problems, the management skills to make that vision a reality, and the communication skills to persuasively articulate that vision to others. Having had the privilege to work for Rodney for two years as he led the expansion of a multi-denominational ministry serving 1,700 Christian schools on six continents, I have no reservations recommending Rodney to you as an invaluable resource in your quest to start, grow, or improve your classical Christian school.”–Chris Baumann, Assistant General Counsel, Responsive Education Solutions. 972.316.3663 – [CBaumann@responsiveed.com](mailto:CBaumann@responsiveed.com)
- Steve Farrar, Men’s Leadership Ministries, Author of Point Man. I owe a great debt to my friend, Rodney Marshall. Rodney is a remarkable classical educator and visionary. He has started some of the best schools in the United States. He knows how to take an educational vision and how to implement the necessary steps to brings the vision to a reality. If you are thinking of starting a school or need wise counsel for your existing school, Rodney would be your man. He has built schools from the ground up and impacted thousands of young men and women. And my son, Josh, who is now a teacher himself, is one of them. But he wouldn’t be where he is today without sitting under the tutelage of Rodney Marshall. -