

ACCS Accredited Members

Ad Fontes Academy

Centreville, Virginia
May 2002

Berean Academy

Tampa, Florida
April 2005

Cary Christian School

Cary, North Carolina
May 2002

**Foundations Academy
St. Ambrose Christian
High School**

Boise, ID
May 2006

Logos School

Moscow, Idaho
January 2000

Mars Hill Academy

Mason, Ohio
October 2005

**Providence Classical
Christian School**

Lynnwood, Washington
June 2004

Providence Classical School

Spring, Texas
April 2006

Regents School of Austin

Austin, Texas
April 2002

Rockbridge Academy

Millersville, Maryland
January 2004

Schaeffer Academy

Rochester, Minnesota
June 2006

The Oaks:**A Classical Christian Academy**

Spokane, Washington
January 2007

Veritas Academy

Leola, Pennsylvania
December 2002

Veritas School

Newberg, OR
October 2007

Westminster Academy

Memphis, Tennessee
April 2002

The Pleasure of Writing a Check

ACCS Membership Value

by David Goodwin

Three weeks ago, a naval officer and his wife visited our school. He was leaving the Navy and looking to relocate in a city with a classical Christian school. His wife found our school on the ACCS website, and put Boise on their list of locations. Scenarios like this play themselves out several times a year at our school. Typically, a parent reads *Recovering the Lost Tools of Learning* or *The Well-Trained Mind* and begins to look for a classical Christian school in the area. When families do enroll after they find us through the ACCS website, they are often our most committed families.

Each year, our school's website receives well over 100 visitors directly linked from the ACCS membership site. This is our largest referral link aside from Google. I believe that each year, any member school listed on the ACCS website will conservatively receive between three and ten visitors to their school because of their ACCS affiliation. Now, at our school, if we enroll just two students a year through the ACCS site (I'm confident that we enroll more than two), we immediately multiply our ACCS membership dues by ten times. Where else can you get a ten times return on your investment in the same year? It gets even more convincing. For each referral that comes in kindergarten or 1st grade,

the payback over the full twelve years of the child's tuition is actually 44 times our annual payment for ACCS membership (the net present value of twelve years at \$4000 per year, less our hard cost of \$500 per student per year).

The Christian community increasingly sees classical Christian education as academically excellent. Schools who are members of ACCS implicitly receive the credibility of the leading membership organization in the movement. These two reasons alone make ACCS membership the best marketing value for classical Christian schools. Add the ability to target teacher and staff recruiting through *The Forum*, the conference discounts, newsletter articles that keep you in touch with other schools, and the reasons for joining are many. I understand that ACCS is working on more ways to add value to your membership. I applaud this effort and look forward to the great things to come. However, the value to our school is already significant.

If your school has a website and the ability to track the links that brought people to your site, I would encourage you to look at those coming from ACCS. In any event, I would encourage you to join. To borrow a phrase from the used car lot down the street: "It's a bargain at 44 times the cost."

David Goodwin is in his fourth year as headmaster of Foundations Academy and has been involved with the school since its founding in 1994. He holds a BIS in broadcast management and public affairs and an MBA from Boise State University. Before working in education, Mr. Goodwin spent 14 years in product and corporate marketing for Hewlett Packard. He and his wife have three children and attend All Saints Presbyterian Church in Boise, Idaho.