

# STRATEGIC PLAN

2025-2028



COLEGIO INTERNACIONAL DE CARACAS

[WWW.CIC-CARACAS.COM](http://WWW.CIC-CARACAS.COM)



**DATE: 27 JUNE 2025**



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# VISION

To become the leading educational institution in learning experiences and innovation in Venezuela



# MISSION

To develop students as global leaders for the well-being of society.





# VALUES

- Respect
- Integrity
- Honesty
- Awareness
- Responsibility
- Nurturing through Love
- Equality
- Pursuit of Knowledge



# SWOT

## STRENGTHS

- Comprehensive quality education.
- Established reputation.
- Inclusive-multicultural community
- Modern facilities.
- IB program.
- Diversity of activities.
- Alliances with international educational organizations such as AMISA, WIDA, NWEA, TIE and Cognia.
- Base language: English and third language: French.
- Highly qualified international staff.

## OPPORTUNITIES

- **Growth:** the demand for quality education in English.
- **Strengthen the community:** promote and expand the sense of belonging.
- **Program development:** expand the offer of extracurricular activities at the educational and sports levels.
- **Digital and internal communication:** improve presence to increase visibility and reach.
- **Strategic alliances:** collaborate with local companies or entrepreneurs in order to help and achieve local visibility.





# SWOT

## WEAKNESSES

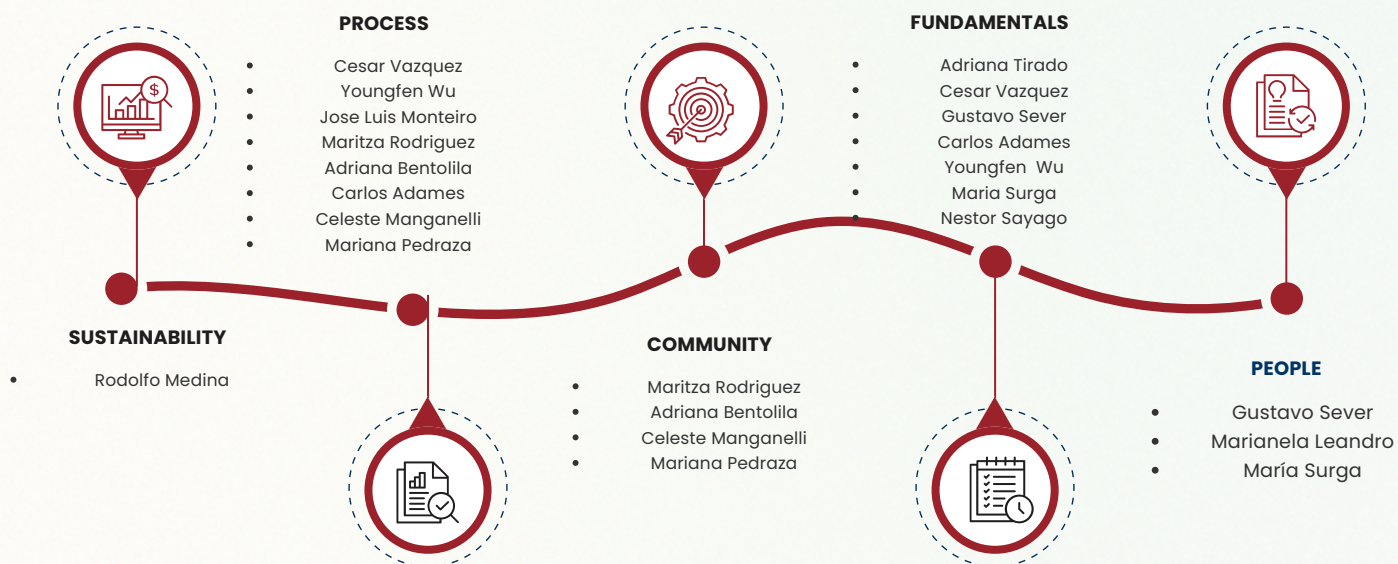
- **Size:** It is mentioned that we are a “small family”, which could limit the offer.
- **Limited information:** The website provides general information, but it would be good to add: academic curriculum, extracurricular programs, parent testimonials, among others.
- **Lack of differentiation:** We have a value proposition unlike bilingual institutions, so it is important to be specific about the differences between the two institutions.

## THREATS

- **Skills:** presence of bilingual and international institutions in Caracas, Venezuela.
- **Economic situation:** economic instability in Venezuela, which could affect the ability of families to pay for this level of education.
- **Perception:** Possible perception that international education is inaccessible or elitist.
- **Trends:** Changes in parental preferences towards teaching methods and educational programs.



# LEADERS PROCESS





## SUSTAINABILITY

- **Rodolfo Medina:** Guarantee the resources for the execution and sustainability of CIC.

## PROCESS

- **Cesar Vazquez:** Implement the policies through the processes.
- **Youngfen Wu / José Luis Monteiro:** Improve the technology process
- **Maritza Rodriguez / Mariana Pedraza / Celeste Manganelli / Adriana Bentolila:** Improve the communication process.
- **Carlos Adames:** Design and implement the controls and contingency plan.

## PEOPLE

- **Gustavo Sever / María Surga and Marianela Leandro:** Having the right human talent to achieve the objectives set.

## COMMUNITY

- **Maritza Rodriguez / Adriana Bentolila / Celeste Manganelli / Mariana Pedraza:** Develop a differentiated value proposition. Develop and implement our marketing plan.



# FUNDAMENTALS

- **Adriana Tirado:** Update bylaws.
- **Cesar Vazquez:** Define and implement policies, norms and manuals.
- **Gustavo Sever:** To have a structure adapted to the current and future needs of the CIC.
- **Carlos Adames / Youngfen Wu / Maria Surga:** To have the infrastructure and technology according to the needs.
- **Nestor Sayago:** Transcend continuous improvement to the entire organization.
- **Gustavo Sever:** Implement the strategic plan.





## MISSION

To develop students as global leaders for the well-being of society.

## VISION

To become the leading educational institution in learning experiences and innovation in Venezuela.

## EXPECTATIONS

**Families:** Academic Education / Admission Universities Value for Money Extracurricular Activities Facilities / Facilities Interaction / Communication.

**Employees:**  
Good Work Climate  
Stability  
Good Package  
Training  
Recognition and Challenges.

**Board of Directors:**  
Commitment  
Reputation  
Sustainability and Management  
Administrative  
JD as a Civil Association NFP  
Updated Bylaws.

**Suppliers:**  
Punctuality in obligations  
Stability  
Loyalty  
Planning  
Communication

Develop a differentiated value proposition

Develop and implement our marketing plan

Implement the policy through processes

Improve the communication process

Improve the technology process

Design and implement the controls and contingency plan

**To have the optimal human talent to achieve the objectives set**

To have a structure adapted to the current and future needs of the CIC.

Availability of infrastructure and technology according to needs.

Define and implement policies, norms and manuals.

Transcending continuous improvement to the entire organization.

Update statutes

Implement the strategic plan.

**Guarantee the resources to call for the execution and sustainability of the CIC**

## VALUES

- Respect
- Integrity
- Honesty
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- Nurturing through Love
- Equality
- Pursuit of Knowledge

## STRENGTHS

Comprehensive quality education, personalized in a safe learning environment, with certifications. International and excellent value for money. Respectful of values, equality, familiarity and cultural diversity, under a climate of good relationships, direct and flexible communication with a high sense of committed and available management and membership



**Vision: To become the leading educational institution in learning experiences and innovation in Venezuela**

Develop a differentiated value proposition

Develop and implement our marketing plan

Implement policies through processes

Improve the technology process

Improve the communication process

Design and implement the controls and contingency plan.

**To have the ideal human talent to achieve the objectives set.**

Update statuses

Defining and implementing policies, standards and manuals

To have a structure adapted to the current and future needs of the CIC

Availability of infrastructure and technology according to needs

Transcending continuous improvement to the entire organization

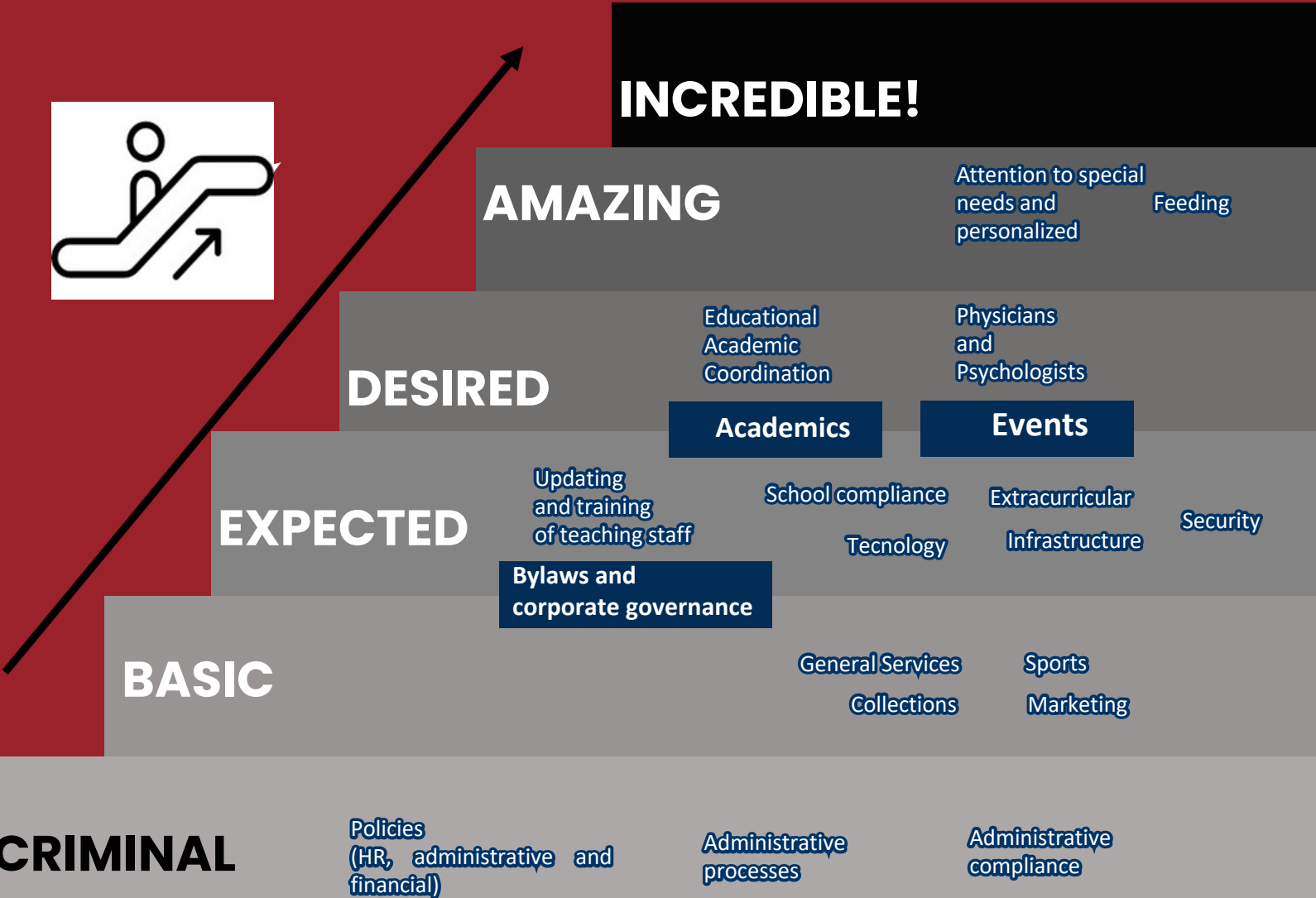
Implement the strategic plan

**Guarantee the resources for the execution and sustainability of CIC**



# Critical Processes According to the 6-Level of Service Ladder

Ron Kaufman





# CIC SEEN AS A SYSTEM

## SUPPLIERS

### Actually

- Specialists Online study program
- Canteen supplier
- Basic services and Public
- Professional Training
- Technology providers
- External Auditors and Consultants (HR, Admin, Legal, strategic) - Digital Marketing
- Sports coaches

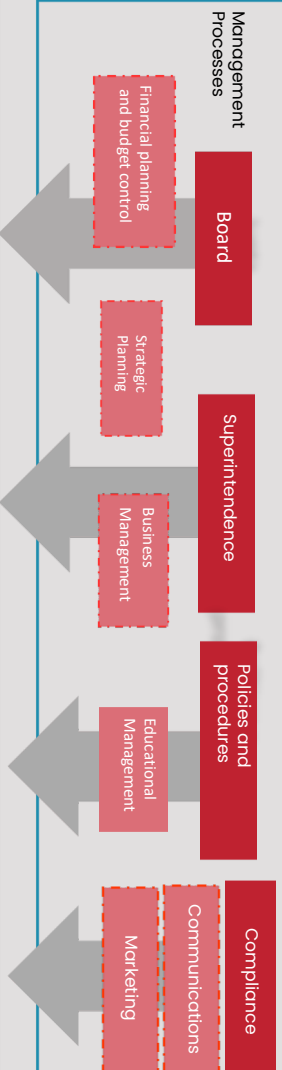
- Strategic alliances for extracurricular and high performance activities
- General and educational supplies
- General supplies and educational supplies
- Banking and Insurance
- Security
- Recruitment and selection providers

### Future

- Idem
- Servicios de mantenimiento y limpieza externo

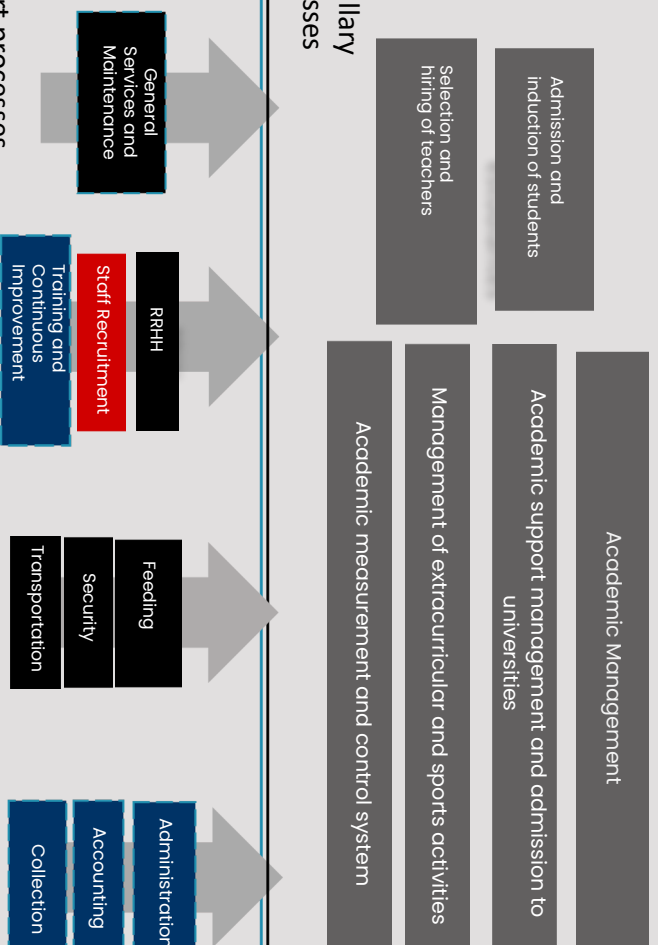
## International Certification Bodies

### Governmental Entities



### Mediary Processes

### Support processes



## SERVICES

### Actually

- Education
- IB Program
- Languages (Spanish and French) Cognia (Accreditation)
- Student Services (ESOL, Learning Resources, Guidance, Counseling, University)
- Extracurricular Activities (General Sports, Directed Homework, Cultural Activities, Robotics and Financial Technology)
- Clubs (MUN, Green Team, AVA, STUCCO, MOUSE) Occupational Therapy
- Transportation Food Nursing Interscholastic Events

### Future

- Idem
- Additional languages (Mandarin and German)
- Entrepreneurship IB PYP (IB Primary) Soft Skills Scholarship Program
- Languages for parents Community activities (parents, students, other schools, others)

## MARKETING

### Actually

- Familias (Caracas, Migración Interno)
- Empresas, Embajadas como beneficio a sus empleados.
- Organizaciones Internacionales
- Comunidades extranjeras

### Future

- Comunidad deportista de alto rendimiento.
- Comunidad en Ciencias tecnológicas, finanzas y robótica.
- Comunidad de Música y arte.



# Next Steps

- Operationalization of the Strategic Plan.
- Dissemination of the Strategic Plan to stakeholders.
- Implementation of the Strategic Plan. Monthly follow-up meetings (REM).



# PROFILE PARENT'S IDEAL

- **Parents**

- **Age:** 35-50 years old
- **Socioeconomic Level:** Upper middle-high
- **Interests:** Quality education, internationalization, multilingualism, academic and professional future for their children.
- **Motivations:** Security, prestige, educational innovation, cultural, scholarship or funding opportunities abroad.





# PROFILE STUDENT IDEAL

**Age:** 3-18 years old

**Profile:** student with interest in international programs, multilingual, extracurricular activities, technology and integral development.

**Key persons:** fathers, mothers, guardians.





# MARKETING STRATEGIES



Optimize the website with keywords such as: "Colegio Internacional de Caracas", "multilingual education", "IB Caracas program", "International Certifications", among others.



## SOCIAL MEDIA

Create visual and attractive content following an established brand manual and timeline. In order to transmit formality and valuable content.



## WHATSAPP BUSINESS

Broadcasting channel in order to transmit newsletters, and activities of interest. With the objective of having a more connected community.



# MARKETING STRATEGIES

**Events:** educational and job fairs, inter-school competitions.

**Partnerships:** partnerships with local brands to make uniforms for extracurricular activities, internal events, language institute talks, among others.

