

CORPUS CHRISTI CATHOLIC SCHOOL

# STRATEGIC PLAN UPDATE

August 2018

## **Mission Statement**

Together, as the Body of Christ, we strive to grow in faith, knowledge, and stewardship.

## **Vision Statement**

Corpus Christi School will be known for our strong community atmosphere where our students will grow in their faith, knowledge and service to others.

We will welcome and promote active engagement from our parish priests, administration, faculty and most importantly, our school families.

We will encourage and provide opportunities for our students to learn more about the Catholic faith and grow closer to our Lord, Jesus Christ.

We will be recognized for having high academic standards and a demonstrated pattern of academic success through a rigorous curriculum that will enable each child to reach their full learning potential and prepare them for high school and beyond.

We will also be known for encouraging our students to think beyond themselves through service activities in which they can serve God, school, family and community.

## Catholic Identity (Goals & Action Steps)

Goal #1: Enhance visualization of our Catholic faith throughout Corpus Christi Catholic School.

1. Add statues and/or prints, paintings of Gospel parables, holy water fonts in/outside of each classroom, and scripture readings throughout the buildings.
  - Water fonts purchased
  - pictures and sayings added
  - additional school identity promoted throughout building (school logo, “Be it known to all who enter here...”, “I am, we are the Body of Christ”, school colors) – to be completed fall 2018
  - Crucifixes in all classrooms, in gym entrance, office, sick room, etc.)
  - New Mother Mary statue purchase for inside of building
  - Mary statue added to Butterfly Garden outside
  - Vatican flag present in building
2. Include “Catholic” in school name posted outside our facilities– done with name change
3. Increase priestly presence in the schools beyond Mass and special events. (i.e. join students for lunch, perhaps help with teaching religion classes, welcoming students and parents at arrival or being present occasionally at dismissal)
  - 2014-15 1/month
  - 2015-16 2/month
  - 2016-17 1/week
  - 2017-18 2 -3/week
    - Fr. Pica visited on Mondays; Fr. Horton visited on Fridays
    - 2 priests are present after Wednesday weekly Mass to offer Confession to a grade level

Goal #2: Develop Christian values of acceptance, friendship, compassion and forgiveness. Each child is encouraged to reach his or her potential and develop and maintain a positive self-image of him/herself.

1. Research and develop opportunities for faculty, students, and families to promote:
  - a. *Christian values of acceptance, friendship, compassion and forgiveness.*
  - b. *positive self-image/self-esteem building*  
(aligned with our Value Statement)

- NET retreat – done in 16-17; planning to do for our Confirmation retreat in 2019
  - Outdoor Ed Experience
  - Resources in Religion classes
  - Safe Environment Training
  - Volunteer Experiences (St. Vincent de Paul; Safe Harbor; Westminster; etc.)
  - Builders Club
  - School’s Vision, Values and Virtues Committee
  - VVV Committee roll-out of “Virtues in Practice” program (3 year cycle); begin 8/18
  - School Religion Curriculum
2. Dedicate training time in at least 1 yearly faculty In-service to focusing on building faith and self-esteem within our school community (among students and staff) – in an effort to ensure that we are continuously working toward fulfilling this portion of our Mission Statement.
- Diocesan Summer Institute – 8/11/18
  - Beginning of the Year Faculty “Mini-Retreat” – Kevin O’Connell, 8/13/18
  - “Virtues in Practice” program roll out, VVV Committee, 8/13/18
  - “Adoration with Students” – Terry Michler, 8/13/18
  - “Service to Others” – Richard Morehouse, 8/13/18

### Goal #3: Enhance service to each other as well as to Church and community.

1. Post a “Religious Events” calendar at the beginning of each school year with Mass and Prayer Service dates, including which class is responsible for leading each. This calendar will be subject to change.
  - This has been provided to all staff. It is updated as needed.
  - Religious Events are publicized to school families through Skyward messaging system.
2. Develop a classroom or grade-level service area focus, whereas throughout our school we can work together as a school family to try and instill a sense of service to others in a variety of different areas. – Goal established for development and implementation during the 2018-2019 school year.

# Academic Excellence (Goals & Action Steps)

## Goal #1: Update Corpus Christi Catholic School's Technology Plan.

1. The technology committee meets regularly to review plans, implementation, needs
  - Identify discrepancies between Diocesan goals and the Corpus Christi technology plan
  - Based on discrepancies, identify goals for Corpus Christi Technology Plan
  - Goals continue to be reviewed as school year progresses.
2. Implement pilot of devices and technology in the classroom
  - Continue to receive computer donations from State Farm for portable labs to be used in grades 5 – 8.
  - Donated laptops and charging carts continue to provide improved access to resources in classrooms.
  - The current inventory of laptops and iPads is adequate for our current needs
3. Develop and administer a staff technology survey
  - First administered in 2016-17
  - Administer new survey to assess current needs, etc. during 2018-19 school year.

## Goal #2: Achieve National Blue Ribbon Schools recognition within three to five years.

1. Establish a committee consisting of administration, faculty, parents, & students to guide Corpus Christi to National Blue Ribbon status. Feasibility is revisited each year using current ITBS results.
2. Establish gifted or advanced classes for students in each grade level.
3. Align school math curriculum with new Diocesan Math curriculum.
4. Establish a math committee to evaluate new math textbook series for implementation in 2019 – 2020 school year.
5. Develop a STEM curriculum to use in each grade level.

## Enrollment Management/Marketing (Goals & Action Steps)

**Goal #1: Retention Objective: Continue with comprehensive marketing plan to maintain retention of 95% of current students and families at Corpus Christi Catholic School.**

1. Continue with current "Preview" program to encourage current students to shadow upcoming grade level with target classes being: Pre-K, Kindergarten, and 5th grade. Program content to have specific activities coinciding with specific calendar dates (e.g. Catholic Schools Week, enrollment). Events related to this program will take place throughout the school year, with special emphasis during Catholic Schools Week. Faculty members are working with Parent Ambassadors to coordinate events.
2. Continue current "Ambassador" group to mentor new families (pre-K through 8th grade) through social events and facilitate understanding and communication of existing school-wide events.
  - The existing family ambassador program has been reorganized and is much more active and successful. Their work and events are ongoing.
  - For future, looking to revamp the ambassador program to meet the ever-changing needs of our incoming families. The committee will continue to meet and make adjustments as needed.
3. Update testimonial content (e.g. cost/benefit, faith formation, curriculum, etc.) for use across various mediums (e.g. website, parish bulletin, school newsletter, and conversations). Create content that includes students, parents, faculty, staff, and priest testimonials.
  - Consistently utilize testimonial material via various mediums to reinforce Corpus Christi Catholic School as the optimal educational setting.
  - Testimonials are collected and used in print material, website, school news, etc.
  - Created testimonial video to be used at school events, on website and Facebook.
4. Continue the use of surveys and focus groups to recognize "Pride Points", issues, and concerns of parents and students. Determine target groups (e.g. specific grades, all grades), timing (mid-year) and survey content.

- Respond to input, where appropriate, to enhance Corpus Christi Catholic School brand.
  - Surveys will be updated and administered
5. Formalize measurement process documenting student retention. Reach out to those families who have not re-registered or have decided to leave to help retain them.
- Contact is made via phone, email, postal mail
  - Attempt to resolve family concerns
  - Cost of education is most common reason given for not staying at CCCS

**Goal #2: Recruitment Goal: Promote Corpus Christi Catholic School as the optimal education system for the children of the parishes, through the development of a comprehensive marketing plan increasing new student enrollment and preserving a minimum of 2 classrooms per grade.**

1. Through scripted "Pride Points" regarding quality of Corpus Christi Catholic School education, enhance all Parish Priest's and Parish Staff's promotion of school. The Marketing committee has developed pride points. They have been shared among faculty, with pastors, and in parish bulletins.
2. Update each parish website to provide more visible and accessible promotion of Corpus Christi Catholic School.
3. Update current Corpus Christi Catholic School website by 2019 – 2020 school year
4. Maintain "Parish Liaison Teams" of 3-5 Corpus Christi Catholic School parents at each church to develop relationships and target promotions to fellow parishioners to include the following aspects:
  - Families of newly baptized children
  - Personalized letters and (birthday/holiday) cards
  - Visible school promotions (bulletin boards)
  - Catholic Schools Week enhancement
5. Continue to improve Corpus Christi Catholic School promotional process through regular interaction within each parish community to include:
  - Religious Education (RE) parent meetings
  - Donut Sundays
  - Mom's Morning Out Fridays
  - Vacation Bible School
  - Catholic Schools Week
  - Open Houses
  - School Events open to public/parish
7. Continue Corpus Christi Catholic School's Welcoming Process for new families:

- Welcome signage in office and teacher rooms
- Preparation of staff and current students
- New Family orientation meeting in early August

## Facilities (Goals & Action Steps)

Goal #1: Provide sound proofing to prevent an echoing effect in the six new Junior High Classrooms.

Goal #2: Update the North east entrance of the building (St. Therese) according to recent security assessment completed by the Diocesan Office.

Goal #3: Complete several maintenance projects on the exterior of the building.

- Regrading of rock on the west side of the building
- Weather protection device on exterior west door handles and locks
- Weather proofing of all exterior doors
- New directional signage in all parking lots

## Finances (Goals & Action Steps)

Goal #1: Control Parish Assessment Growth to the school at 2% increase per year.

Goal #2: Control Tuition Growth in a 3-5% range from year to year

- Tuition increase of 2% for 2016-2017.
- Tuition increase of 2% for 2017-2018.
- Tuition increase of 2% for 2018-2019.

Goal #3: Establish the use of Capital and Operating Reserve accounts to intentionally build out these accounts during the annual budget process to help strategically plan for future investments.

1. Add \$10,000 to capital reserve for each budget year
2. Create a separate savings account to hold capital and operating reserves
3. Transfer any additional funds from the end of each fiscal year to the operating reserve account

4. Beginning in 2016 we began using some financial reserve resources to help fund the junior high addition build on our 1909 E. Lincoln campus. We procured a loan from the Diocese for the balance of the project. We anticipate that loan being paid off within 10 years.
5. In spring 2018 we began to use further financial reserve resources to help fund a new roof over the original portion of our building. We procured a loan from the Diocese for the balance of the project. We anticipate that loan being paid off within 10 years.

## Development (Goals & Action Steps)

1. Establish an additional fundraiser targeted with a specific purpose.
  - Inaugural Fall Ball was held 11/15; yearly event has continued for 11/16, 11/17 and planned for 11/18. This will continue as an annual event.
2. Establish an Alumni Group researching and developing a data base of alumni of Holy Trinity Catholic Elementary School.
3. Establish an annual appeal to send out to alumni, former parents, current parents and friends of Corpus Christi/Holy Trinity Catholic School.