

CORPUS CHRISTI CATHOLIC SCHOOL

# STRATEGIC PLAN UPDATE

May 2017

## **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
  - Vatican flag present in building
2. Include "Catholic" in school name posted outside our facilities.
3. Add a cross/crucifix to main outside entrance of our facilities, and perhaps inside the HTE gym entrance, and within the HTJH gym.
4. 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

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
  - Outdoor Ed Experience Resources in Religion classes
  - Safe Environment Training
  - Volunteer/Leadership Experiences
  - Faculty Book Studies
  - School Religion Curriculum

2. Dedicate training time in at least 1 yearly faculty In-service to focusing on building 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.
  - Kevin O’Connell – in-service
  - 4 Schools in-service
  - Diocesan Summer Institute
  - Diocesan Faith Formation in-service
  - Beginning of the Year Faculty Retreat
3. Create a committee (Vision, Values and Virtues – V3) designated to develop a positive behavior program throughout the school buildings. The program will highlight the Christian values promoted in our Mission Statement and our Value Statement.
  - The committee is working with the Catholicity committee.
  - Plans liturgical celebrations
  - Plans Family Fun Night

### 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.
  - All liturgical events are included in the annual school calendar, which is given to families prior to the start of the year. The information is available daily on our website.

## 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.

1. Implement pilot of devices and technology in the classroom
  - Pilot cell phone BYOD program. This was unsuccessful. We weren't able to adequately monitor student use of cell phones.
  - Received computer donations from State Farm for portable labs on each floor of the junior high.
  - Donated laptops and charging carts provide improved access to resources in classrooms.
  - The current inventory of laptops and iPads is adequate for our current needs
2. Deploy Wi-Fi access points for pilot at Junior High
3. Develop and administer a staff technology survey

**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.

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

**Goal #1: Retention Objective: Through the development of a comprehensive marketing plan increase retention to 95% of current students and families at Corpus Christi Catholic School by March 2016.**

1. Develop a "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. Develop and implement an "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.
3. Identify specific 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. Implement 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 were developed 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 through Fall 2016 and beyond.**

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. Develop "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
4. This work is currently done by the school office. Marketing committee will continue to work to identify school parents to participate.
  5. Parents have been identified at each parish
  6. 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. Enhance Corpus Christi Catholic School's Welcoming Process for new families:
    - Welcome signage in office and teacher rooms
    - Preparation of staff and current students

## Facilities (Goals & Action Steps)

**Goal #1:** Conduct a detailed study to determine the most efficient use of our facilities, including an analysis of consolidating from two campuses down to one. Goal would be to complete analysis by end of 2015 so findings may be factored into planning for the 2016-2017 school year.

1. Conduct thorough study to review Following Factors
  - Cost Savings
  - Educational Impacts
  - Parish Community Impact
  - Building Expenses
2. The campus consolidation plan was approved by the Diocese of Peoria and is moving forward.
3. Project One Campus will be complete in time for the 2017-2018 school year.

## Finances (Goals & Action Steps)

1. Control Parish Assessment Growth to the school at 2% increase per year.
  - The 2015-2016 parish assessments will not increase over the current assessments.
  - Will re-evaluate each year.
  - 5/15 Parish assessments for 15/16 school year were reduced by \$50,000 each.
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.

Goal #2: 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

## Development (Goals & Action Steps)

1. Establish an additional fundraiser targeted with a specific purpose
  - Fall Ball was held 11/15 and 11/16, and will continue as an annual event.