



A STRATEGIC PLAN FOR  
ST. JOSEPH CATHOLIC  
SCHOOL ATHLETICS  
2019-2024

# TABLE OF CONTENTS

- I. Strategic Plan Board Members.....2
- II. Vision, Mission and Core Values, Strategies.....3
- III. Objectives and Goals.....4
- IV. Action Plan.....5
  - A. Program Based.....5
  - B. Plant/Facility Based.....9

## Board Members

- Fr. Steve - Pastor
- Jim Rike - President
- Max Bergkamp - Athletic Director
- Jason Boyle - School Board President Elect
- Alec Castilleja - Boys Coach/Alumni
- Seth Walker - Girls Coach
- Lori Millhollon - Parent
- Traci West - Parent
- Sarah Badillo - Branding & Marketing

## **Vision**

To develop St. Joseph Catholic School Athletics into a well-rounded, high performing program that maintains the opportunity for optimal participation at all levels while promoting our Catholic Identity.

## **Core Values**

Commitment, Courage, Sacrifice, Solidarity, Humility = Eagle Pride

## **Mission**

The Church values sport in itself, as an arena of human activity where the virtues of temperance, humility, courage and patience can be fostered and encounters with beauty, goodness, truth and joy can be witnessed.

## **Strategies**

Coach the athlete, coach the person, coach the parents, create a holistic program (vertical alignment). Increase the amount of intentional development at our younger levels.

# **Objectives & Goals**

## **Program-Based Objectives & Goals**

- 1) Promote our Catholic Identity through our athletic program.
- 2) Maintain participation numbers across all levels.
- 3) Build competitiveness across all sports and all levels.
- 4) Expand athletic programs at both the High School and Junior High levels.
- 5) Excel in the classroom.
- 6) Stabilize the athletic budget.
- 7) Attract highly qualified personnel, increase staff.
- 8) Improve social media presence for all sports.
- 9) Improve promotion of student-athletes.
- 10) Increase quality and quantity of non-Varsity practice time.
- 11) Student Athlete Advisory Committee.

## **Plant/Facility-Based Objectives & Goals**

- 12) Improve facility/inventory maintenance.
- 13) Add additional facilities and upgrade existing facilities.

# Action Plan

## Program-Based Action Plans

Goal 1 - Promote our Catholic Identity through our athletic program.

*Implementation strategies:*

- a) Put Christ first in all of our athletic programs. Prayer prior to and after each practice and game, and on trips.
- b) Create five Core Values we base our athletic department philosophy on, that each athlete/coach will display in their everyday life.

Goal 2 - Maintain high participation numbers across all levels.

*Implementation strategies:*

- a) Continue with “no-cut” policy at every level.
- b) Promote athletics to Elementary students through programs akin to Big Brother/Little Brother, mini-camps on Elementary Campus with Varsity athletes.
- c) Event/Spirit Nights - especially during Winter and Spring Sports. Promote “Eagle Pride” at each of these events.

Goal 3 - Build competitiveness across all sports and all levels.

*Implementation strategies:*

- a) Allow athletes to improve their skills earlier by crafting a schedule more conducive to practice time and maximizing our facility usage.
- b) Promote strong summer camps and strength training. Varsity coaches have more responsibility to monitor their lower level programs.
- c) Actively have a plan for offseason athletes in Junior High and High School. Coaches are responsible for upholding the Core Values in their program(s).

Goal 4 - Expand/Re-establish athletic programs at both the High School and Junior High levels.

- a) Junior High Softball - Spring 2019
- b) Junior High Cross Country - Fall 2019
- c) Junior High Tennis - Spring 2020
- d) High School Tennis - Spring 2020
- e) Junior High Baseball - Spring 2020
- f) Varsity Women's Soccer - Winter 2021-2022

Goal 5 - Excel in the classroom.

*Implementation strategies:*

- a) Emphasize they are a 'student'-athlete. We want to see students nominated for Academic All-State and All-Brazos Valley Academic Teams.
- b) Make more frequent eligibility checks throughout the quarter.

Goal 6 - Stabilize the Athletic Budget.

*Implementation strategies:*

- a) Projecting expenses and revenue on recurring expenses/revenues based on 2018-2019 athletic budget.
- b) Capitalize on multi-game game days, limiting the number of one game only days.
- c) Consistently sell concessions and collect gate during the Spring/Winter sports at the Complex.

Goal 7 - Attract highly qualified personnel

*Implementation strategies:*

- a) Post open coaching positions early on TAPPS, THSCA, and school website.
- b) Encourage teachers to have a +1.
- c) Foster relationships with club programs in the Brazos Valley to use as resource for coaching vacancies.

Goal 8 - Improve social media presence for all sports

*Implementation strategies:*

- a) Through coordination with the marketing department, reduce excessive social media accounts.
- b) Marketing message of department always mentions #eaglepride
- c) Change media handles to be similar EX: SJCSxxxxx.
- d) Head coaches are responsible for content posted to their sport's account (Twitter).
- e) Athletic Director in charge of overall @SJCSathletics handle.

Goal 9 - Improve promotion of student-athletes

*Implementation strategies:*

- a) Through the expansion of our social media platforms and handles, sportswriters around the Brazos Valley will be more exposed to our student-athletes.
- b) **Constant and consistent** reporting of scores/stats to The Eagle, KBTX and other outlets.
- c) Social Media posts include highlights of game - points, kills, digs, assists, etc. so names are familiar to news outlets.
- d) Adidas Apparel Contract through 2023.

Goal 10 - Increase quality and quantity of non-Varsity practice time

*Implementation strategies:*

- a) Junior High practices will increase from three days per week to five days per week, with each team receiving their own court and coach.
- b) Refining the way games are scheduled to allow ample practice time after school for our High School teams.
- c) High School teams using off-site facilities for practice.

## Goal 11 - Student Athlete Advisory Committee

### *Implementation strategies:*

- a) The creation of a SAAC. Coaches from each of the Varsity sports will nominate one person each from the class of upcoming Juniors and Seniors to represent their team on the SAAC. The group of athletes will be recognized as the athletic leadership of the school.
- b) They will be exposed to “professional development”, help plan activities related with the Elementary School students, and relay to the Athletic Director their concerns about the general well-being of the Athletic program at St. Joseph.



## **Plant/Facility-Based Action Plans**

Goal 12 - Improve facility/inventory maintenance.

*Implementation strategies:*

- a) Coordinated efforts between coaching staff to take care of equipment.
- b) Require pre- and post-season inventory by coaches.
- c) Student-Athletes held more accountable for issued equipment, and care of facilities.
- d) Add necessary maintenance equipment and plant facility storage at Secondary campus and the Complex.

Goal 13 - Add additional facilities and upgrade existing facilities.

*Implementation strategies:*

- a) Maximizing our current facilities for practice time.
- b) A coordinated and comprehensive budget plan for expansion of facilities would include, but not be limited to:
  - i) Re-crowning of football field
  - ii) Re-crowning of side field on Secondary Campus
  - iii) Secondary auxiliary gymnasium
  - iv) Additional softball and baseball fields at complex (Fencing, dirt, dugouts, mound)
  - v) Additional basketball goals in competition gym
  - vi) New competition basketball goals in secondary gym
  - vii) Addition of sidewalks down to baseball/softball fields
  - viii) Softball batting cage at Complex
  - ix) Elimination of ceiling tiles in the Secondary Gym
  - x) Removal of playground equipment near gym – level for some Track & Field uses