



**St. Mary's Assumption School
Strategic Plan**

Prepared by:

St. Mary's Assumption Local Collaborative Advisory Council

Summer, 2016

St. Mary's Assumption School, in cooperation with home, community and the Catholic Church, fosters Christ-centered values and academic excellence by providing students with a prayerful, service-minded, Catholic learning environment.
Believing and Achieving!

Local Collaborative Advisory Council (LCAB)

Key Result:

One Hundred students will be enrolled in St. Mary's Assumption Catholic School by the 2019-20 school year

Top 3 Actions that Drive Results:

1. Draft and implement a Strategic Plan
2. Approve the plan by Summer, 2016
3. Publish the plan to local, school and parish communities, and begin implementing the plan

Beliefs that Inform Actions:

1. A comprehensive plan will increase enrollment by presenting a realistic vision of the school's future
2. The Parish and diocese will support our strategic plan
3. St. Mary's Assumption must build upon its strengths and successes, with an awareness of, but not a preoccupation with the competition

Experiences that Inform Beliefs

1. We renovated the school playground as well as the school as needed
2. The parish supported and approved the plan
3. Renovations to the playground will be completed Summer, 2016

Responsible Party: David Kubel, LCAB President

Enrollment and Retention

Key Result:

Increase enrollment by at least two students in each grade (grades 1-8) and 50% in K and Pre-K (four year olds and Young Five's) for the 2019-20 school year.

Top 3 Actions that Drive Results:

1. Explore various curriculums such as Zoo Phonics for four year olds and Young 5's program
2. Evaluate current Pre-K and K teaching and learning environment
3. Evaluate current enrollment and retention plan and include outreach to current families and other area schools

Beliefs that Inform Actions

1. Pre-K and K will feed higher grades
2. New curriculum will produce new students
3. Students from other parishes will enroll at St. Mary's, and exiting students will remain at the school through eighth grade if we make it easy for them

Responsible Party: David Kubel

Teaching and Learning

Key Result:

With assistance from the diocese, establish a teaching, learning, and evaluation model by June 2017

Top 3 Actions that Drive Result

1. Evaluate current teaching and evaluation models to determine the best approach for St. Mary's
2. Present analysis and recommendation to SAC along with budget and timeline
3. LCAB recommends model to Fr. Fritz

Beliefs that Inform Actions

1. Parents will enroll their children in a school offering a high-quality specified curriculum and teaching and learning environment
2. Differentiation and Response to Intervention (RTI) is necessary for success
3. An updated teaching and learning model will attract new students

Responsible Party: David Kubel

Finance

Key Result

The Principal , Financial Council and LCAB will obtain a quarterly Profit and Loss and Balance/Budget Sheet

Top 3 Actions that Drive Results

1. Develop or use an existing reporting package
2. Identify key performance indicators
3. Work with parish office, Financial Council and LCAB to obtain revenue and expense data

Beliefs that Inform Action

1. Key financial information will support the strategic plan
2. The parish office and Financial Council will provide data
3. Financial transparency will increase stakeholder (parents, parishioner and community) support and school enrollment

Responsible Parties: Fr. Fritz, Business Secretary, Financial Council

Marketing and Communications

Key Result:

Establish a full and complete marketing and communications plan by June 2017

Top 3 Actions that Drive Results

1. Integrate current practices into a cohesive plan to market the school for image
2. Review Partners in Mission management materials for best practices
3. Develop a brand ID toolkit (one branding plan for all of St. Mary's Assumption marketing materials)

Beliefs that Inform Action

1. A professional image will enhance the school's status and increase enrollment
2. Current staff and volunteer resources are insufficient to accomplish and implement the above actions
3. The cost of a website and marketing materials can be offset by one new student's tuition

Responsible Parties: Maureen Yesh, Susanne Frost, David Kubel

Building and Grounds

Key Result:

Review the written Campus Master Plan by December 2016

Top 3 Actions that Drive Results

1. Review the existing plan to determine if it is still usable
2. Recommend to LCAB a new plan or updates to existing plan
3. Prepare master list and budget for future high-impact, low-cost improvements

Beliefs that inform Actions:

1. Future improvements and a plan to develop/improve campus will entice new families to enroll in the school
2. Plan must be realistic and prioritized
3. High impact/low-cost improvements will enhance the school's image

Responsible Party: TBD

Fundraising

Key Result

Identify new volunteers to initiate our big raffle event in the fall

Top 3 Actions that Drive Results

1. Identify new and established families who support our raffle in the past
2. Evaluate current fundraising events with LCAB and recommend areas for improvement
3. Identify new big raffle chair(s) by June 2017

Beliefs that Inform Actions

1. Fundraising will help raise money to support the strategic plan that will lead to increased enrollment
2. Current chair of big raffle will be retiring as children will be graduating

Responsible Party: TBD