



Catholic Church & School
ST. JOSEPH
a parish school

STRATEGIC PLAN | 2016-2021

Introduction: St. Joseph Catholic School's Five Year Strategic Plan is an outline of our plan for the future. Our goal is to ensure the best possible Catholic education for the students who families entrust to us that responsibility. We aim to prepare every graduate spiritually and academically not only to succeed in high school, but also to succeed in life as strong individuals committed to serving God by doing their best to make our world a better place for all.

This plan is not, and never will be, completed. The committee that crafted this document intends it to transform and grow along with the needs of the school, acknowledging success in meeting various goals and, just as importantly, setting new goals to build on our achievements. The success of this plan depends entirely on the commitment of the St. Joseph community to work together to meet the goals described herein, but also to review and update this plan as needed. Everyone is welcome to participate to participate in this process.

The Five Year Strategic Plan encompasses three major areas: enrollment; marketing, public relations and recruitment; and finance. Each section of the plan was developed by the strategic planning committee, whose membership included a parent member of the St. Joseph School Advisory Committee, a long-serving teacher, the technology coordinator, a member of the parish finance council, the principal, the pastor and a highly-qualified outside consultant. A major source of information for the committee was lengthy surveys of students, parents, staff members and community members. The committee also relied upon sacramental data from St. Joseph Parish, recommendations from the most recent accreditation site visit (2014), standardized test data and National Catholic Education Association (NCEA) format recommendations. In the future, the strategic plan will include input from graduates and transfer students.

Section 1: Enrollment

Goal #1

Establish a method to be in contact with the baptismal families from St. Joseph Church and Christ the Redeemer Church.

School Years One and Two: 2016-2018

- A. Send a welcoming card at the time of baptism, with a paper copy of the schedule for the Little Mavs playgroup.
- B. Send a welcoming card or communication via email at 2nd and 3rd birthdays. Include preschool enrollment information and an invitation to visit the school with this card or communication.
- C. Find ways to stay in contact with potential families (ie, email and social media)

D. Initiate contact with Sunday morning preschool families.

School Years Three and Four: 2018-2020

- A. Keep in contact with baptismal families through prior means.
- B. Invite parishioners of St. Joseph and Christ the Redeemer to School Open Houses.
- C. Invite parishioners of St. Joseph and Christ the Redeemer to other school activities.

School Year Five 2020-2021

- A. Keep in contact with baptismal families through prior means.
- B. Investigate additional means to remain in contact with parishioners St. Joseph and Christ the Redeemer parishes.

Goal #2

Keep Open House strategies relevant and innovative.

School Years One and Two: 2016-2018

- A. Send personnel to Open Houses at other schools, including public, Catholic and other types of private schools.
- B. Tour Catholic schools in other (arch)dioceses to get ideas.

School Years Three and Four: 2018-2020

- A. Use social media to announce Open Houses.
- B. Use traditional means to announce Open Houses.
- C. Get input from parents on their method of choosing a school and adapt methods accordingly.

School Year Five: 2020-2021

- A. Keep using social media and traditional means to announce Open Houses.
- B. Investigate new ways to increase attendance at Open Houses.

Goal #3

Further develop the Little Mavs program

School Years One and Two: 2016-2018

- A. Invite parents of children ages 0-4 years to come to the program.
- B. Publicize availability of the program using a wide variety of method.
- C. Inquire to the Michigan Catholic Conference (MCC) about expanding participation in the program to non-parishioners.

School Years Three and Four: 2018-2020

- A. Continue to invite parents and publicize availability of the program.
- B. Support parents of young children beyond daytime Little Mavs program (ie, Scripture study groups, evening outings)
- C. Increase religious component of Little Mavs program.

School Year Five: 2020-2021

- A. Continue to invite parents and publicize availability of the program.
- B. Investigate ways to expand the program.
- C. Search out ways to form community (ie, Facebook page, etc)

Goal #4

Research configuration of St. Joseph's Middle School.

School Years One and Two: 2016-2018

- A. Study research regarding 5th-8th grade students' psychological development.
- B. Solicit input from parents regarding a potential reconfiguration.
- C. Examine possibility of including 5th grade students in the middle school uniform code.

School Years Three and Four: 2018-2020

- A. Implement changes based on research study and parent input from years one and two.
- B. Inform 3rd and 4th grade parents of upcoming changes.

School Year Five: 2020-2021

- A. Evaluate the effectiveness of any changes.
- B. Make further changes as needed.

Goal #5

Further develop the mentoring and induction of new families.

School Years One and Two: 2016-2018

- A. Plan an orientation for new families in conjunction with the Packet Pickup Picnic.
- B. Make school activities at all levels known to families in all grade levels.
- C. Initiate dinner with the principal to give school information.

School Years Three and Four: 2018-2020

- A. Invite new families to special on a quarterly basis.

- B. Highlight major curriculum ideas by grade level.

School Year Five: 2020-2021

- A. Dedicating specific nights to curriculum presentations for parents.
- B. Provide parents with ideas about how to support their child(ren) academically during the elementary years.

Section II: Marketing, Public Relations and Recruitment

Goal #1

Communicate to the public that students are well-prepared for high school

School Years One and Two: 2016-2018

- A. Publicize the amount of scholarship money awarded to 8th graders.
- B. Publicize awards achieved by alumni of St. Joseph School.
- C. Publish articles about curriculum and curricular activities in the parish bulletins.

School Years Three and Four: 2018-2020

- A. Put curriculum highlights on school website.
- B. Explore additional avenues to communicate the curriculum.
- C. Profile accomplishments of alumni in bulletins.

School Year Five: 2020-2021

- A. Establish ongoing orientation for parents on all levels that includes information on favorable outcomes for St. Joseph School students.
- B. Evaluate activities from previous years.
- C. Continue effective practices.

Goal #2

Publicize curricular activities and opportunities in Science.

School Years One and Two: 2016-2018

- A. Reach out to local businesses for support.
- B. Explore additional science programs offered at the state level.
- C. Establish quarterly science demonstrations by middle school students, open to parents and younger students.

School Years Three and Four: 2018-2020

- A. Increase public awareness of Science curriculum and activities at St. Joseph School.

- B. Publish photos of students engaged in science activities.
- C. Publish and explain standardized test scores in Science.

School Year Five: 2020-2021

- A. Continue with previous years' initiatives.
- B. Have older students present hands-on demonstrations to younger students.

Goal #3

Explore use of St. Joseph School during summer months and outside of traditional hours.

School Years One and Two: 2016-2018

- A. Use parent surveys to determine desire for summer programs.
- B. Encourage aspiring principals to administer summer programs.
- C. Continue with Math Camp.
- D. Add a Reading Camp program.

School Years Three and Four: 2018-2020

- A. Expand activities family activities such as Pinewood Derby, etc.
- B. Establish a STREAM-based extracurricular activity. [NB: STREAM signifies Science, Technology, Religion, Arts, Engineering and Mathematics].

School Year Five: 2020-2021

- A. Plan extracurricular activities for 4th and 5th grade students.
- B. Continue with previous years' activities.