

**St. John Neumann Catholic School**  
**Maryville, Illinois**

**Five Year Strategic Plan**  
**August, 2016**

**Prepared for:**

**Diocese of Springfield in Illinois**

**Office for Catechesis**

# **St. John Neumann Catholic School**

## **Five Year Strategic Plan – August, 2016**

### **Curriculum**

Goal – Achieve standardized test score averages in the top quartile (25%) in each subject for all grades.

### **Enrollment**

Goal – Increase enrollment by, at least, 5% per year.

Goal – Achieve a 98% enrollment retention rate.

### **Faith Formation**

Goal – Increase awareness of vocations and a deeper understanding of our faith.

### **Finance**

Goal – Make a Catholic education as affordable as possible for all parishioners.

Goal – Integrate the budgets for non-subsidized extracurricular activities into one.

### **Public Relations and Marketing**

Goal – Improve relations with St. Cecilia, Mother of Perpetual Help and St. Jerome parishes.

Goal – Develop a marketing strategy that embraces the tri-parish concept.

Goal – Improve community relations in Glen Carbon, Maryville and Troy.

### **Facilities**

Goal – Expand the current facilities to better incorporate increasing enrollment.

Goal – Develop a master plan for the current facilities.

# St. John Neumann Catholic School

## Strategic Plan Goals with Recommended Objectives

August 2016

### Curriculum

**Goal – Achieve standardized test score averages in the top quartile (25%) for each subject for all grades.**

Objectives:

- **Resource teacher(s):** One of the primary challenges in obtaining academic excellence is ensuring all students reach their maximum potential. In 2016/2017 St. John Neumann hired a resource teacher. Further expansion of the school's resource and early intervention capabilities is the most important objective in this document. Successful implementation will help the school towards obtaining virtually every goal it seeks to achieve.
- **Curriculum mapping:** Curriculum mapping is looking at the goals and objectives for each subject in each grade and ensuring a natural progression occurs so students are fully prepared for high school. The school has begun curriculum mapping for all subjects. To achieve this goal, the maps need to be living documents updated on a continuous basis.
- **Testing:** The school should employ summative and benchmark testing to measure the effectiveness of its curriculum and instruction.
- **1:1 Initiative:** The initiative performs some very important functions in today's classroom. It allows for differentiated learning based on a student's abilities and provides an analytical approach to evaluating a student's strengths and weaknesses. A variety of software programs exist whereas the difficulty of questions can be automatically adjusted based on a student's grasp of the subject matter. Extending the 1:1 initiative with lap tops for all fourth grade students and using a cart of laptops for all lower grades are important factors in achieving this goal of academic excellence.
- **Textbooks:** Textbooks remain an integral part of learning. The development of a three year review cycle will ensure the most effective textbook series remain in use. When reviewing new series, regard should be given to Catholic faith based textbooks, whenever possible.
- **Professional development:** Continuous professional development ensures teachers have the best available tools and techniques. Professional development funding needs to be a line item in the budget.

## **Enrollment**

### **Goal – Increase enrollment by, at least, 5% per year.**

Objectives: meeting the objectives throughout this document will help in attaining this goal.

- **Preschool:** St. John Neumann revamped its preschool program and immediately experienced growth in its enrollment. Maintaining and fostering a strong preschool program will help achieve this goal.
- **Small classrooms:** Maintaining average classroom sizes in the 18 – 22 student range makes the school more attractive to prospective families and will help increase enrollment.
- **Two kindergarten classrooms:** Striving to establish two kindergarten classes every year will help achieve this goal.
- **Evangelization:** Children can help parents find or renew their faith. Making St. John Neumann attractive to students of all faiths can help meet this goal and strengthen the Church by exposing families to our joyful faith.

### **Goal – Achieve a 98% enrollment retention rate.**

Objectives:

- **Resource teacher(s):** Addressing the individual needs of students and helping them achieve their full potential is the surest way to retain his or her family.
- **Continued development of a well-rounded extracurricular program:** Over the past three years St. John Neumann has added robotics, Spanish and band to its curricular and extracurricular offerings. Over the next five years, the school should systematically increase its offerings to include things such as: Junior National Honors Society, Math Club, Gardening Club, fine arts program, etc.
- **Competitive athletic programs:** Development of a systematic approach to each sport and utilizing non-parent paid head coaches will help with the attainment of this goal. Furthermore, each head coach, along with the Athletic Director, should conduct instructional camps for students and training seminars for parent coaches. Coordination of Physical Education curriculum with Athletics, when possible, will improve the program and help achieve this goal.
- **Continuing to foster and build a strong relationship with Father McGivney Catholic High School** will help families recognize excellent options exist for continuing a Catholic education into high school and will help achieve this goal.

## **Faith Formation**

**Goal – Increase awareness of vocations and a deeper understanding of our faith.**

Objectives:

- Vocations Fair: Developing a vocations fair for students with the Dominicans, Sisters of St. Francis, etc. will help accomplish this goal.
- Adoration of the Blessed Sacrament: Developing an, at school, Adoration and Benediction service for groups of students will help accomplish this goal.
- Inviting our parish Catechists to talk with students about the traditions and ministries of the Church would help accomplish this goal and strengthen parish relations.
- Prayer groups: Introducing students to prayer groups such as Shane Scott can help students gain a deeper understanding of our faith.
- Mapping Music Curriculum: Integrating Sacred music into class time and using the same entrance songs during Lenten Masses, for example, can help accomplish this goal.

## **Finance**

**Goal – Make a Catholic education as affordable as possible for all parishioners.**

Objectives:

Note: St. John Neumann tuition is among the least expensive in the Alton Deanery.

- Tuition assistance: Increasing the funds available for direct tuition assistance is a primary objective in achieving this goal. One option is to allow annual fund donors to select from a variety of options to direct their donations (tuition assistance, technology, etc.).
- Endowment Fund: An Endowment Fund drive and marketing campaign will also increase the funds available for tuition assistance. The primary difference between annual fund and endowment donations are: annual fund donations are straight dollar for dollar tuition assistance (a \$100 donation provides \$100 in tuition assistance for that year). Endowment donations stay in the endowment forever. The endowment fund pays the school a return on its investment (4%) (a \$100 donation provides \$4 in tuition assistance in perpetuity).
- Increasing enrollment will make a Catholic education more affordable by keeping tuition rates low.

**Goal – Integrate the budgets for non-subsidized extracurricular activities into one.**

- The development of one budget for extracurricular activities will help the school manage its overall extracurricular program and allow for a seamless flow of funds between profitable and unprofitable offerings.

## **Public Relations and Marketing**

### **Goal – Improve the relationship with St. Cecilia, Mother of Perpetual Help and St. Jerome parishes.**

#### Objectives:

- Parish Staff: One key to reaching this goal is for the administration to develop a routine presence at parish staff meetings. The principal of a parish school is normally considered a member of the parish staff. As such, the individual attends weekly staff meetings, develops relationships with fellow staff members and is well informed of the day to day activities within the parish. Having a school presence at parish staff meetings can help build relationships.
- Parish Councils: The development of a formal St. John Neumann liaison position on each parish council would help achieve this goal. From time to time families with students at St. John Neumann have a member join their parish council. When that occurs, both the school and the parish benefit from the increased communications.
- Increased visibility through student volunteers: The development of a formal student volunteer program for each parish would help achieve this goal. From chicken dinners to donuts after Mass, and on, ample opportunities exist for student service at our parishes. The donning of spirit wear, as opposed to uniforms, may make the service more appealing to students.

### **Goal – Develop a marketing strategy that embraces the tri-parish concept.**

#### Objectives:

- New family introductions: Introducing new parish families to the benefits of Catholic education at St. John Neumann will help them understand a parish school is available to them.
- Marketing Literature: Developing literature (brochures, bulletin board flyers, etc.) emphasizing the incredible benefits (financial and other) unique to the tri-parish concept will help achieve this goal.
- School awareness: An increased and coordinated presence of St. John Neumann in regular publications (such as bulletins) and Mass announcements will help achieve this goal. Communications should focus on the benefits of Catholic education, as well as, promoting school activities.

## **Goal – Improve community relations in Glen Carbon, Maryville and Troy.**

### Objectives:

- Becoming more active members of the Chamber of Commerce: Setting up a St. John Neumann booth at community picnics, entering a float in homecoming parades, sponsoring movie nights at the local parks and sponsoring youth group events at the St. John Neumann facility are all examples of activities that can help achieve this goal.
- Civic service projects for students: Having St. John Neumann students participate in community service projects will help achieve this goal.

## **Facilities**

### **Goal – Expand the current facilities to better incorporate increasing enrollment.**

#### Objectives:

- Determine the timeframe within which anticipated enrollment growth rates will require expansion of the current facilities.
- Investigate the feasibility and costs of building an addition that could house needs such as: a Chapel, multipurpose room, cafeteria, concession stand (for outdoor events), classrooms, etc.
- Identify enrollment (and other) milestones that will allow the school to initiate a capital fund drive and other action items necessary to accomplish this goal.

### **Goal – Develop a master plan for the current facilities.**

#### Objectives:

- Develop plans for utilization of the grounds. To include; greenhouse, playgrounds, baseball diamond and other outdoor activities.
- Identify all utility control points throughout the building and grounds. Provide the information in a format easily accessible by the administration.
- Develop a detailed preventative maintenance program for all mechanical devices used throughout the facilities.
- Develop a listing of preapproved vendors and prequalify them via the diocesan insurance approval process.