

PLANNING AREAS

PLANNING AREA 1: **Catholic Leadership**

PLANNING AREA 2: **Fiscal Stewardship**

PLANNING AREA 3: **Academic Curriculum**

PLANNING AREA 4: **Enrollment Management**

PLANNING AREAS OF RESPONSIBILITY

Catholic Leadership includes but is not limited to the following:

- Catholic school leaders in our schools for the future e.g. administrators, board members, faculty, staff, parents and volunteers
- Catholic school identity and mission
- Catholic school connection to faith life of families
- Catholic school support of parish life
- Catholic school spiritual and faith life connecting to the curricular, co-curricular, and extra-curricular aspects of student experience

Fiscal Stewardship includes but is not limited to the following:

- Balanced school budgets
- Human resources related to just wage and benefits for teachers, administrators and all staff
- Establishment of formal development plan for each school
- Annual fund
- Capital campaigns
- Endowments
- Affordability of tuition
- Perceived and/or real value of tuition
- Financial assistance
- Volunteerism

- Fundraising

PLANNING AREAS OF RESPONSIBILITY (cont'd)

Academic Curriculum includes, but is not limited to, the following:

- Addressing special needs intervention for both the gifted and academically challenged students
- Measuring student success – intellectually, morally, spiritually, and physically
- Teacher credentialing and continuing education
- Breadth and depth of curriculum, especially outside of the traditional academic disciplines
- Student to teacher ratio
- Integration of technology into curriculum
- Pre-school and early childhood emphasis

Enrollment Management includes but is not limited to the following:

- Statistical enrollment trend data in the diocese
- Satisfaction and Self-promotion – Why some families choose a Catholic school and why others don't
- Strategic use of financial assistance
- Use of technology in marketing and recruitment
- Human resources needed to support enrollment
- Faculty, Staff, Parent and Volunteer support in managing enrollment
- Customer relationship building
- Retention
- Benchmarking and forecasting enrollment
- Marketing tactics
- Changing target market