

OUR LADY OF LOURDES SCHOOL

Strategic Plan

Long Term and Short Term

January 31, 2010

OLL Catholic Education *(a Primer)*

2

School Budget 2009-2010 –	\$490,427.
Cost to educate a pupil –	\$5,331.
Tuition per pupil –	\$3,575. (\$4125. Non-Parishoner)
Average Teacher Salary –	\$22,500.

What is included

3

- Utilities
- Books
- Fees
- Faculty and Staff Salaries
- Benefits
- Basic Maintenance (Housekeeping, etc.)
- Supplies

What is not included

4

- ❑ Physical plant major repair.
- ❑ Significant ongoing maintenance costs
- ❑ Capital Improvements
- ❑ Technology
- ❑ Curriculum Updates
- ❑ Financial Aid for deserving students
- ❑ Ability to expand operations based on demand

Strategic Plan

5

- Process Began in February 2009
 - / Developed a Mission Statement (February 26, 2009)
 - ***Developing academically proficient students who are morally, spiritually, physically and socially empowered.***
 - / Developed a Philosophy Statement
 - **Close relationship with God**
 - **Embracing Catholic Christian Values**
 - **Daily Faith Formation**
 - **Academic Excellence**
 - **Accepting and Nurturing Environment**
 - **Celebrating abilities and successes of all**
 - / Began Long Term Planning by setting Goals
 - / Developed Objectives for the Goals
 - / Developed Specific Measures for Goals

Philosophy (March 22, 2009)

Our Lady of Lourdes School values a close relationship with God by creating an awareness of God in everything our students do. By embracing Christian principles, students acquire the ability to adjust and achieve in ever-changing family, social and political structures.

Faith formation is the cornerstone of Our Lady of Lourdes School. Students begin the day with prayer, participate in daily religion classes and attend weekly Mass. An emphasis on individual prayer, personal respect, teamwork, honesty, loyalty, and integrity are integral parts of every academic and social interaction.

Academic excellence is enhanced with a strong emphasis on a basic core curriculum that teaches students how to think and learn independently. Students achieve their fullest potential through a combination of instruction methods intended to meet required basic skills while providing opportunities to challenge the capabilities of each student.

Students are immersed in an environment where respect and acceptance of each individual's abilities and successes are celebrated allowing our students to grow morally, spiritually, physically, socially and academically.

Goal Setting Process

7

- Discussed what success would “look” like.
- Identified the need for a close relationship between Parish and school.
- Define Goals in Broad Statements.
- Consolidated lots of possible Goals into a list of Six.
- Worked on Goals over several sessions involving interested parish, Advisory Board, School Board Members and some spouses.

Goals (July, 2009)

8

- Integrate Parish and School Life as ONE.
- Involve Students, Parents, Alumni and Friends for the support of the Parish and School.
- Address the Financial Challenges and develop solutions to ensure the long term financial Health of the Parish and School.
- Market our Parish and School to Increase our Visibility, our Diversity and our Membership/enrollment.
- Maintain Long Term viability of Our Parish and School.
- Maintain and Improve our Parish Facilities to meet

Setting Objectives (August 2009)

9

- Looked to make specific statements about our Goals.
- Described specific things that could move us toward Goals.
- More Focused than Goals.
- Focus on both short term and long term efforts.
 - / **Short Term** – Can be achieved in the current year.
 - / **Long Term** – More than a year, but within five years.
- Worked to keep the number small for each Goal.
- Came up with Measures that could be evaluated objectively with factual analysis.

Goal I

10

□ Integrate Parish and School Life as ONE.

Obj1. Student and family presence at the first Sunday Mass of the month with refreshments.

Mea. 1.1. Long term - At least 1 student from each grade attends each weekend Mass in uniform on the first weekend of each month.

Obj 2. Student participation at the first Sunday Mass assisting in presentation of gifts.

Mea. 2.1. Short term - At least 4 students attend each weekend Mass in uniform on the first weekend of each month to present gifts to the altar.

Goal I (cont'd)

11

Integrate Parish and School Life as ONE.

Obj 3. Service functions or tasks by each class in the school to benefit the Parish.

Mea. 3.1. Short term - Students perform at least one Parish service project per quarter.

Mea. 3.2. Short term - Survey parishoners about parish/school integration.

Mea. 3.3. Long term - Build survey process that addresses short and long term Objectives with annual installments.

Goal I (cont'd)

12

□ Integrate Parish and School Life as ONE.

Obj 4. Weekly Mass integrated into the school curriculum.

Mea. 4.1. Short and long term - Students attend at least one weekday Mass per week, during school day

Obj 5. Combine School and FFF/Youth service projects to benefit the community (Seamen's Center gift boxes, etc.).

Obj 6. Integrate School awards into the weekend Mass celebration.

Goal II

13

- Involve Students, Parents, Alumni and Friends for the support of the Parish and School.

Obj 1. Develop an Alumni gathering that occurs on an annual basis as a minimum (Fund raising activity).

Mea 1.1 Long term - Maintain active group by conducting regular meetings, annual fund raising and increasing membership

Obj 2. Form an Alumni and Friends group

Mea 2.1 Short term - Form Alumni and Friends group

Obj 3. Hold an Annual Alumni Mass.

Mea 3.1 Short term - Institute an alumni reception after Sunday Mass

Goal II (cont'd)

14

- Involve Students, Parents, Alumni and Friends for the support of the Parish and School.

Obj 4. Maintain an accurate alumni mailing list.

Obj 5. Develop sponsorship programs based on alumni and friends support.

Mea 5.1 Long term - OLL School and College Scholarships

Goal III

15

□ Address the Financial Challenges and develop solutions to ensure the long term financial Health of the Parish and School.

Obj 1. Increase enrollment to a level that insures the viability of the school without an undue drain on parish finances.

Mea 1.1 Short term - Increase enrollment by 10%

Mea 1.2. Long term - Increase enrollment to 125 students by the academic year 2015-2016

Obj 2. Maintain an Annual Giving Program with options that are attractive to all type of givers.

Obj 3. Offer an avenue for structured giving .

Obj 4. Innovative support programs (10/10 scholarship).

Goal III (cont'd)

16

- Address the Financial Challenges and develop solutions to ensure the long term financial Health of the Parish and School.
- Obj 5. Target marketing efforts to raise awareness of the school to the “Top of the Mind”.
- Obj 6. Increase Teacher compensation to regional averages.
- Obj 7. Explore and develop alternative sources of income
 - Mea 7.1. a) Grants, b) Philanthropy, c) Giving Programs
- Obj 8. Use cooperative training to increase the benefit to other Catholic Schools.

Goal III (cont'd)

17

- Address the Financial Challenges and develop solutions to ensure the long term financial Health of the Parish and School.

Obj 9. Increase revenues to balance the budget and to justify Parish Investment.

Mea 9.1. Long term - Tuition revenue supports 90% of operating expenses by 2014-2015

Obj 10. Develop financial systems to assure school income for each individual school year.

Mea 10.1. Short term - Adopt flat base rate tuition (parishoner/non-parishoner)

Mea 10.2. Short term - Adopt tuition discounts for multiple student families. Discount of one-third for second child and discount of two-thirds for third child and every child thereafter, consider phase-out of discounts over 5 years.

Goal IV

18

- Market our Parish and School to Increase our Visibility, our Diversity and our Membership/enrollment.

Obj 1. Explore as many “no Cost” options as possible.

Mea 1.1. Short term - Develop cooperative marketing and advertising efforts with Galveston County Catholic schools.

Mea 1.2. Short term - Survey parents about parish/school integration

Mea 1.3. Long term - Build survey process that addresses short and long term goals with annual installments

Obj 2. Set a challenge to enroll 15 % of Parish children in the school.

Obj 3. Target Media opportunities that tie in with school service projects.

Goal IV (cont'd)

19

Market our Parish and School to Increase our Visibility, our Diversity and our Membership/enrollment.

4. Gauge marketing effort effectiveness by the number of inquiries about school.

4.1. Long term - Develop tracking mechanism to measure inquires by source of contact.

5. Set a diversity goal to reflect the community and meet that goal by 2015.

6. Actively and publicly participate in community events, ie. Christmas parades, Fair, other celebrations.

6.1. Short term - OLL School presence in community based event each fall and spring in each community our school serves.

Goal IV (cont'd)

20

- Market our Parish and School to Increase our Visibility, our Diversity and our Membership/enrollment.
- 7. Seek funding and set a budget for marketing efforts.
- 8. Find multiple sources of financial aid, in addition to what is currently being used.
- 9. Increase marketing efforts through internet avenues and school web site.

Goal V

21

- Maintain Long Term viability of Our Parish and School.

Obj 1. Enrollment

Mea 1.1. Long term - Increase enrollment to 125 students by the academic year 2015-2016

Obj 2. Retention

Mea 2.1. Short term - Increase retention rate of pre-registration from 55% to 75%

Mea 2.2. Short term - Increase retention rate of first day of school to 80%

Mea 2.3. Long term - Maintain 75% retention rate of pre-registration

Mea 2.4. Long term - Maintain 80% retention rate of first day of school

Goal VI

22

- Maintain and Improve our Parish Facilities to meet our Future needs.

Obj 1. Complete all Storm related Damage repairs By May 2010. (short term)

Obj 2. Investigate solution to Pavilion bird and soiling problem and implement the solution by June 2010, including funding modifications.

Mea 2.1. Short term - Apply for grant to provide bird control in Pavilion which will result in safer student use of this structure

Goal VI (cont'd)

23

- Maintain and Improve our Parish Facilities to meet our Future needs.

Obj 3. Develop a Capital Maintenance and Improvement Plan that addresses a) Security, b) Storage, c) Lighting, Facility capacity, Technology. Implement this plan with a goal of upgrading facilities to current “state of the art” by 2015.

Mea 3.1. Short term - Complete assessment of school facilities by May 2010.

Mea 3.2. Long term - Develop facility maintenance, repair and improvement plan.

Lumen Pro Via “*Light for the Way*”

24

Archdiocesan Implementation Goals Addressed Prior to School Plan

- Mission Statement, clearly articulated, prominently Displayed, used to direct decisions made in the school.
- Teaching the Catholic Faith and integrating into daily living in the school.
- Effective combination of academic excellence and Catholic Identity to educate the whole child.
- Develop strong leadership to effectively carry out the Mission of Catholic School education.
- Individual schools will implement focused marketing programs.
- Each school will have its own web site with content management.
- Determine the full cost of education, develop a balanced realistic budget. make tuition decisions based on long term

Where Do We Go From Here?

25

- Putting Your Talents to Good Use!
- Make additions to this plan.
 - / Comments are welcome.
 - / Integrate Archdiocesan Goals into our plan as they are developed.
- Begin to educate parish and parents on issues affecting the school.
 - / This is our beginning.
- Implement the plan.
 - / Students and parents involved in church life, liturgy, representation, awards.
- Survey concerned parties for direction.
 - / Use several methods to reach the largest group possible

Thank You!