



St. Lawrence Catholic School 2021 Strategic Plan

MISSION & CATHOLIC IDENTITY / PROUDLY CATHOLIC

FOCUS AREA #1: Building a strong St. Lawrence Catholic community

GOAL:

1. Develop engagement programs to increase Catholic family participation and grow community involvement.

OBJECTIVES:

1. Offer StL families regular opportunities to build community with other Catholic families interested in practicing the faith
2. Support and organize Christian/Catholic student organizations
3. Increase Bible usage by students
4. Cross-leverage and market parish, school and K of C activities

ACTION STEPS:

1. Identify forums for Catholic families to practice faith (i.e. rosary groups; Bible studies; etc.)
2. Research Catholic/Christian student organizations and youth programs offered in the area (i.e. American Heritage Girls)
3. Provide student Bibles to every StL student (PTO fundraiser for student Bible gifts)
4. Promote grass-roots rosary groups or Bible studies (provide framework)
5. Benchmark St. Kieran youth group
6. Identify organizers for each of the community groups
7. Research opportunity to offer parks-n-rec activities at St. Lawrence for 6th-8th graders on Fridays.

FOCUS AREA #2: Supporting a culture of faith and service

GOAL:

1. **Create joyful, missionary disciples through service to others**

OBJECTIVES:

2. Provide local community service opportunities
3. Collaborate with parish Christian services (Mary Krause), parish youth leadership director and Austin Catholic to provide volunteer/giving opportunities
4. Create volunteer requirements or incentivized program for student involvement
5. Increase student, family and staff participation in service projects offered at the school/parish.

ACTION STEPS:

1. Identify outside service project opportunities and priorities in our parish communities, including service to the poor (food and clothing collections; soup kitchen visit), homeless, unborn (baby bottle drive), and more. Consider partnering with Austin Academy.
2. Identify internal school volunteer projects (i.e. nursing home cards, building back packs, etc.)
3. Determine volunteer opportunity *frequency* (i.e. each grade will participate in at least one class-wide service project throughout the year. Schoolwide service projects will take place 2-3 times per year.) and *student participations goals* (requirement vs. incentive)
4. Identify organizer(s) to coordinate and lead volunteer programs (StL Parish Youth Leadership open position; Christian Services leader Mary Krause and/or StL parent volunteer).

FOCUS AREA #3: Evangelizing through Catholic Media Resources

GOAL: Support Catholic education at home and in school through technology access to Catholic media.

OBJECTIVES:

1. Evangelize families through access to Catholic-rich media
2. Reinforce catechism and Catholic social teachings through media resources

ACTION STEPS:

1. Identify appropriate Catholic media resources by age level for school subscriptions (Catholic Brain, Minno, Brother Francis, Catholic Productions Dr. Brandt Pitri, Father Mike Schmidt, etc.)
2. Inventory current library in the Continuing Religious Education (CRE) office and determine gaps
3. Create cadence of free Catholic media content for families to follow throughout year.
4. Identify podcasts, speakers and other interesting content to incorporate in religion curriculum (Fr. Mike Schmidt, Bishop Baron, Dr. Brandt Pitri, Theology of the Body, Christ Stefanick, Lenten reflections; etc.).
5. Identify owner of Catholic media resources (Lisa Rajnicek? Admin?)

ACADEMIC EXCELLENCE

FOCUS AREA: Support Catholic worldview in teaching harmony between faith and reason

GOAL: Educate students on connection between scientific pursuit and faith through reason.

OBJECTIVES:

1. Identify Catholic resources to support faith-based, scientific curriculum
2. Explore new ways to include Catholic teachings and worldview in various subject areas.
3. Create library of supporting evidence, books, social media influencers, etc. for students to follow

ACTION STEPS:

1. Research curriculum that is supported through Catholic teachings.
2. Identify professional development speakers on integrating Catholic social teachings
3. Benchmark against other Catholic schools and their curriculum programs.

GOVERNANCE & LEADERSHIP / ACCESSIBLE TO ALL

FOCUS AREA #1: Improve communication between administration and school families

GOAL: Provide effective, consistent communication between school administration, parish and school families in accordance with school mission/vision/philosophy.

OBJECTIVES:

1. Identify roles & responsibilities and delegation of authority for school administration, parish administration and advisory board to clearly define who handles what.
2. Develop integrated communications plan for St. Lawrence school and church
3. Have school and parish representation on both St. Lawrence Advisory Board and Parish Board.

ACTION ITEMS:

1. List school and parish leadership team along with roles/responsibilities.
2. Develop regular school newsletter to keep families informed and provide a communications venue.

3. Develop survey for school families to collect data to put together communications plan and calendar (include communication preferences/priorities, program interests, volunteer interests, reasons to choose Catholic education/StL, improvement areas, etc.)
4. Identify owners of various communications tools (i.e. social media, school website, newsletter, email, parish newsletter, parish website, KofC communications, etc.)
5. Using survey results, identify the communications forum, content and frequency that are most effective for family engagement.
6. Develop speaker cadence for assemblies or classroom visits (to include StL priests, Catholic speakers, relevant topics on responsible use of technology and social media, etc.)

FOCUS AREA #2: Catholic education accessible to all

GOALS:

1. Make St. Lawrence Catholic school a viable option for all interested Catholic families.
2. Promote affordable Catholic education

OBJECTIVES:

1. Market StL to public and homeschool organizations
2. Increase enrollment among Catholic homeschool and public school population

ACTION ITEMS:

1. Contact AoD for contacts in the Catholic homeschool community to conduct outreach in the surrounding St. Lawrence area.
2. Identify financial aid opportunities to offer interested families and attract additional enrollment.
3. Identify advertising venues to reach Catholic families attending public schools (i.e. via StL's family of parishes).

OPERATIONAL VITALITY / SUSTAINABLE FOR THE FUTURE

FOCUS AREA: Positioning St. Lawrence as a premiere Catholic school with strong Catholic values

GOALS:

1. Position St. Lawrence as the premier Catholic school choice to increase/maintain enrollment

OBJECTIVES:

1. Educate parents and parishioners of strengths of St. Lawrence and school accolades.
2. Educate community on Catholic school benefits
3. Drive StL brand awareness through marketing materials

ACTION ITEMS:

1. Identify brand standards and include branding on all StL communications, merchandise, social media, marketing materials, etc.
2. Develop testimonials, statistics, test results, program highlights, etc. for marketing materials.
3. Develop StL press kit with history, fact sheet, leadership team, philosophy, accolades, etc.
4. Identify digital marketing opportunities to reach target audience.