

Chart 1

**THREATS**

**Stakeholder-** The \_\_\_Real Estate Company has identified to clients that they are unaware of a Catholic School in the local area. *(We will invite the Realtor to be a guest of the Principal so s/he can take him/her on a tour of the children and building.)*

**Competitors-** The school that is close in proximity to ours yet that is in another diocese draws some of our students each year. *( We have identified that the students were choosing the other school due to their "playing time" as opposed to their "bench time" at our basketball games. This information will be shared with the basketball coach through the head of the sports teams.)*

**Social-** The local day care has shifted in recommending our school to its constituents. *( We will invite the day care administrator to our Christmas show this year with special seating in the front row.)*

**Cultural-** Our community has had a shift in cultural population. The decision about education is culturally made by the maternal grandmother in these families. These grandmothers do not know anything about our school.

*(We will host an international day at our school and invite many community persons as well as the identified mothers and grandmothers.)*

**Economic-** The Current economic crisis may heavily impact our school's enrollment for September 2009.

*(We will market our P-K as "The Best Early Childhood Education" for 24% less of the cost of day care.)*

**Political-** The public school P-K has become a full day program.

*(We will advertise that our P-K children may participate in the Aftercare Program within our building. This early childhood contiguous day is not available in our public school system.)*

**Technological-** We do not have the internet capability, the software or the licensure for the lap tops.

*(We will find a source to procure these needed items by: seeking a grant, writing to software companies for aid and asking the finance committee of the SAC for assistance. Also we will network with Seton Hall University Technology students and programs to ask if they might assist us.)*

**OPPORTUNITIES**

**Stakeholder-** One of our local businesses has identified that they would like to give a Smart Board to the 8<sup>th</sup> grade class. The principal will make the arrangements. These actions will include the person who is gifting, to visit the classroom to witness the students and board in action. The newspaper will be asked to memorialize this event through picture and word.

**Allies-** We will invite our graduated alumni, over the age of 21, to participate in the talent show at this year's school carnival. This will involve the broader community in our function.

**Social-** Inviting other Brownie troops and Girl Scouts for a Jamboree on our school property will include a tour of our school. This may dispel any negative ideas about our facilities and encourage good word of mouth about our community spirit.

**Cultural-** Rutgers University has networked with us to venue a foreign student dance troop that would like to perform for our students. The Principal will preview. Upon approval, this will afford Catholic social teachings to be real and personal for the students. The event will be a vehicle of advertising our multi-cultural nature as well.

**Economic-** We will offer families that are able to pay their full tuition in August a 1% discount. This will assist us in our front loaded September operating costs.

**Political-** The mayor's waterfront redevelopment project will be a boon to our old town. With the refurbishing of the waterfront properties, new families will be moving into our vicinity. We will be a presence to the realtor and builder.

**Technological-** Our local \_\_\_\_\_ company has offered to donate lap top computers to our school. The principal has advised us they will be placed in the 8<sup>th</sup> grade. With pictures in the local paper and in our brochure, we will advertise this acquisition.