

STRATEGIC PLANNING

SET DIRECTION

To date the Area Assessment Committees have:

- Collected data
- Analyzed data: Focus Group
Observations
Interviews
SWOT
 - Internal- strengths (For assistance with SWOT see appendices A, B, C)
 - weaknesses
 - External- opportunities
 - threats
- Themes (key issues) surface
- In their area, the committees through consensus turn themes into **GOAL/S**

GOALS

- Formulate Your **Goal/s**
Goal/s:
 1. Congruent with your mission and your values
 2. Broad statement/s intentions
 3. Point to the preferred future
 4. Written by the committee through consensus
 5. 3 years in duration
 6. **SMART:** acronym
 - S pecific (clear)
 - M easurable (quantifiable)
 - A ttainable (challenging)
 - R ealistic (essential for growth)
 - T angible (phrased in outcomes or results)

Sample example of a surfaced theme:

*** Our school needs more students.**

Sample **GOAL:** To have the maximum number of students enrolled at every grade level that will allow for the effective delivery of quality Catholic education.

OBJECTIVES

In their area, the assessment committees set objective/s for each goal.

Formulate/ Set **Objective/s**

Objective/s are:

1. What is critical to reach the goal
2. Prioritized
3. 1 Year in duration
4. Written by a committee reaching consensus
5. Determined events that will take place in order that the goal will be reached

Example of an Objective:

Based on our enrollment figures of 2008, our objective is to increase our school enrollment 5% by September 2010.

ACTIONS

In their area, each writes actions for their objective/s.

- Formulate **Actions**

Actions are:

Strategies that carry out the objective

Action Implementation/s are:

1. The who, when, where and how
2. The action steps you take to complete the objective
3. No limit to number of Action Implementations to achieve objectives

Example of an Action:

The school and a community business will use “shared advertising” to increase the marketing of our school’s presence in our town.

Example of Action Implementation/s:

- During August 2009, Mary and Peter (from the marketing committee) will bring the, advertising jacketed sample hanger, to Thomas’ Cleaners to develop an opportunity for “shared marketing”.
- Joe and Veronica will ask the Farmington, Shop Rite to allow children, dressed in school uniform, to hand out school brochures during the weekend of March 2ND and 3RD. The adults present will report results to the committee on 3/11/09.
- All members of the Marketing and Enrollment committee will pair with a parent volunteer at the Family Catechesis Day at St. _____ on February 4, 2009 from 1-3pm. They will support the parent while s/he shares personal stories of Catholic education to families. The refreshments will be funded by PNJ Bank.

After the Goal/s, Objective/s and Actions are written, they are given to the SAC Advisory Council.

Below please find a sample of a completed goal, objective, action and action implementation. All of your committee goals need to be shared with your Principal and Pastor before you submit them to the School Advisory Council.

All submitted goals need to be accompanied by the narrative of your findings.

LETTERHEAD OF SCHOOL

September 1, 2009

The Development/ Marketing (Public Relations) Committee

GOAL/s: To have a maximum number of students enrolled at every grade level that will allow the effective delivery of quality education.

OBJECTIVE/s: Based on the enrollment figures of 2008, we will increase our enrollment 5% by 2010.

ACTION/s: The school and community businesses will use “shared advertising” to increase the school’s presence in our town.

ACTION IMPLEMENTATION/s:

- 1. During August, 2009, Mary and Peter (from the marketing committee) will bring the, “advertising jacketed sample hanger”, to Thomas’ cleaners to develop an opportunity for “shared marketing”.**
- 2. Joe Jones and Veronica Smith will ask the Farmington, ShopRite to allow children, dressed in school uniform, to hand out school brochures during the weekend of March 2nd and 3rd. The adults present will report results to the committee on 3/1/09.**
- 3. All members of the Marketing Committee will pair with a parent volunteer at the Family Catechesis Day at ST._____. The refreshments will be funded by PNJ Bank, on February 4, 2009 from 1-3 pm. They will support the parent while s/he shares personal stories of Catholic education to prospective families.**