

St. John School Strategic Objectives 2020 and beyond

Dynamic Academic and Spiritual Program

- Develop curriculum maps for all subjects and grade levels
- Work closely with the Canton Catholic Community to keep our school actively connected to the sacramental ministries of our collaborative
- Review plan to meet the needs of every St. John School student, including enrichment opportunities, educational service plan needs, social/emotional supports, specials, and before & after school opportunities

Excellent Faculty and Staff

- Recruit and retain innovative teachers who are dedicated to all aspects of the school's mission
 - Evaluate retention tools for teachers including salary and beyond (i.e. college credit reimbursement, leadership opportunities)

Robust Enrollment

- Create a Marketing Team that includes members from the school, the parent community, and other interested and influential parties
- Develop and implement a specific recruitment strategy for Preschool, Kindergarten, and Middle School
- Develop and implement a geographic area recruitment strategy, including St. Gerard, Stoughton, Easton, etc.
 - Establish Area Pipeline Leaders
- Develop and Implement a Retention Plan
- Study the possibility of a Marketing position
- Review Financial Aid Plan
- Review St. John School website and social media presence

Financial Stability and Sustainability

- Evaluate current fundraising program and opportunities (SJS Parent Group)
- Create and implement a development plan
 - Expand our school's donor base by developing meaningful connections with alumni, past parents, community organizations, and other interested parties
 - Develop a Donor Database (existing and potential donors)
 - Develop and implement a plan to reach out to and develop relationships with large donors (\$5,000 and above)
 - Develop and implement an Annual Fund
 - Evaluate the Development position
- Review Capital Plan
 - Establish priorities
 - Develop timeline