

Objectives identified for attention in 2016-2017 highlighted
Progress on 2016-2017 Objectives indicated in Green
Updated March 31, 2017

Catholic Identity & Mission [Chair: MaryRose DiMarco; Co-chairs: Fr. Marien & Emily Serpico]

St. John Paul II Catholic High School will continually develop a Christ-centered Catholic environment and renew the ways we educate the whole person--spirit, mind, and body--within the tradition of the Catholic Church.

Goal 1

Provide students (and their families) with opportunities to encounter Jesus and be led by the Holy Spirit during their time at St. John Paul II Catholic High School and beyond.

Objectives

1. Continue to cultivate our Eucharistic-centered school culture through weekly Mass, access to confession, adoration, and other devotional practices. (Owner – Administration) *(This has been in place since July 1, 2016 and is a regular practice for our school.)*
- 1.2 Continue the practice of providing annual retreats for each class. Offer an annual parent retreat. Establish follow-up activities for small groups to encourage continuation of retreat experiences; (Owner – Admin.) *(This has been in place since July 1, 2016 and is a regular practice for our school. The Freshmen and Sophomore retreats were held in the Fall semester of the 2016-2017 school year. The Junior and Senior retreats were held in February and March respectively. A Day of Reflection for the families of SJPII will be added to the 2017-2018 school calendar.)*
- 1.6. Ensure ample time each year for faculty to reflect on mission, the core values of a Catholic education, and ways to integrate Catholic identity throughout the curriculum. (Owner – Admin) *(This has been in place since July 1, 2016 and is a regular practice for our school. The SJPII faculty and TCS faculty gathered together for a retreat, held at SJPII, on January 3, 2017.)*

Goal 2

Connect more deeply with the broader Catholic community with a particular focus on parishes at which students are members.

- 2.3. Establish a student evangelization program: *The students of SJPII continue to live their faith and share it with the broader community in both special events and every day activities. During the 2016-2017 school year, students participated in the Our Lady of Guadalupe celebration at St. Thomas The Apostle Parish in Quincy and the March for Life with Good Shepherd Parish. Students also assisted TCS in a STEM Day.) During Catholic Schools Week students worked with various organizations in the community on the Annual Day of Service.*
 - a. Work with the Office of Faith Formation to train students to be catechists at their parish religious education program;
 - b. Cultivate student volunteers to participate in local parish liturgies (e.g., lectors, ushers);
 - c. Collaborate with local youth ministers and facilitate student participation in youth ministry programs; *(This has been going on prior to July 1, 2016; it continues with a regular presence of parish youth ministers on campus weekly.)*

- d. Consider hosting an annual SJPII Catholic youth rally in collaboration with deanery youth groups (Owner – Admin.)

Academic Excellence [Chair: Liza McFadden; Co-chairs: Greg Monroe & Will Simmons]

St. John Paul II Catholic High School will strengthen the curriculum, improve instructional practices, recruit excellent faculty, and maintain a technological advantage so to align our educational program with St. John Paul II's vision to provide students the "learning to think rigorously, so as to act rightly and to serve humanity better."

Goal 3 Create an integrated curriculum for college success.

Objectives

1. Coordinate course content, core skills, research-based instructional practices, and best practice assessments for each subject area and grade level through a curriculum mapping process. Align horizontally (across subjects in a grade) as well as vertically (sequentially within subject areas across grade levels). Identify opportunities for cross-curricular thematic units for each grade level. Review the quality of alignment every two years. (Owner – Committee) *The Academic Excellence Committee has reviewed and supports a new integrated curriculum. Key features of note: first period will typically be religion in consideration of research showing best academic performance for teens is later in day and thus, a move to introduce more difficult academic offerings later in day; a new integrated curriculum which aligns key periods of history (for instance American history and literature the same year); new block scheduling specifically for juniors and seniors to take advantage of unique dual enrollment and other work and academic offerings. This draft plan is ready for review by the board.*
3. Continue to facilitate collaboration between Trinity Catholic middle school and SJPII ninth grade faculty to optimize development alignment content and skill (i.e., vertical teaming). Create Coordinating Council for TCS and other area Middle Schools. (Owner – Admin./ Committee) *The first steps in a Coordinating Council have occurred. There is an established process with Trinity Catholic School, and an introductory meeting has occurred with Holy Comforter School. Initial meetings have been conducted and a clear desire noted on the part of the three institutions*

Goal 4 Recruit, support, train, and evaluate teachers and staff to optimize their effectiveness.

Objectives

6. Explore the need and feasibility of hiring a part-time resource teacher to assist teachers and students with special needs. Consider cost-sharing specialty teachers with Trinity Catholic. (Owner – Admin.) *(Currently no budget for consideration).*

Goal 5 Improve our methods to define and measure academic excellence.

Objectives

2. Improve the use of test scores and formative assessments to strengthen course content and instruction. (Owner – Committee) *The school administration is planning to contract a professional to analyze PSAT/SAT scores and identify specific areas in which certain*

students need additional help. Formative assessments to strengthen course content and instruction will follow in due course.

3. Develop a dashboard report presenting measures that school leaders determine to be a priority focus for defining excellence. Continue to track grades, test scores, number of National Merit Semi-Finalists, average scholarship per senior, National Honor Society recipients, academic competition awards, etc. (Owner – Admin.) *(The school administration has developed this report; it may be accessed by contacting the school office.)*

Goal 6

Build a guidance office that meets the needs of all students.

Objectives

6.2 .Strengthen the college guidance plan and process outlining and following through on grade-level tasks to ensure a successful path for college. Review annually (Owner – Committee) *(While a new guidance counselor has been hired by the school and very good progress in working with current and individual needs is being accomplished, the guidance plan and process is still a work in progress.)*

6.3 Clearly outline college counseling expectations for students, parents, and teachers for each grade level. (Owner – Committee) *(During the first semester significant outreach to colleges and universities has taken place and has hosted meetings/events with college reps and students on campus. See <http://www.sjpiichs.org/pathways-to-college/>*

Goal 7

Provide a state-of-the art technology infrastructure, learning management system, and personal devices to enhance student performance, assess learning outcomes, and create a 21st century learning environment.

Objectives

3. Create a plan to address current and future technology needs to maintain a competitive advantage. Identify the learning management system, hardware, devices, and web-based resources needed to support the curriculum and instructional / learning needs. (Owner – Committee) *SJPII has entered a partnership with The Challenger Learning Center, including involvement with their Robotics Program and Space Exploration Program . [“Challenger Center’s teaching model emphasizes hands-on simulation experiences, which have been found to be important contributors in the career decision making process.”]*

Athletics & Extracurricular Activities [Chair: Michael Bell; Co-chair: Titus Nixon]

St. John Paul II Catholic High School will enrich the whole student by cultivating intellectual, creative, physical, social, and spiritual development through sports, arts, clubs, academic teams, and other activities.

Goal 8

Develop excellence in athletics and other extracurricular offerings.

Objectives

8.1 Require students and parents to sign a “commitment to excellence” form for sports and extracurricular activities to set expectations for homework, GPA, practice attendance, handling overlapping commitments, etc. Institute a faith-based student-athlete character development program (e.g., Notre Dame’s Pray Like a Champion Program, Fellowship of Christian Athletes),

and provide stipends for coaches to attend related trainings and/or conferences. (Owner – Admin.) *(Met with Diocesan Officials about a full implementation of "Play Like a Champion" program for all athletic teams. For Catholic high schools, PLAC offers a retreat specifically designed for student-athletes to connect their athletic pursuits with their spiritual development and strengthen their Catholic faith. Have PLAC come to school for training somewhere around May of 2017.)*

8.2 Review each activity, club, and sport and require each to present core values and a plan for excellence and viability. (Owner- Admin) *(Post-season interviews being conducted with coaches by Athletic Director, with a performance review being completed by AD. Ongoing.)*

8.5 Athletic Director will evaluate all coaches and provide them continual training on FHSAA regulations. (Owner – Admin.) *(Post-season interviews being conducted with coaches by Athletic Director, with a performance review being completed by AD. Also in 2017, Coaching in-services will be provided at the start of each school year by AD. As well as other topics, the FHSAA rules and regulations will be addressed. Ongoing.)*

Goal 9

Improve school spirit, support, and marketing of athletics and other extracurricular offerings.

Objectives

9.5 Compose a fight song, alma mater, and a short SJPII prayer to be prayed at games and school events. (Owner – Committee) *(Both a fight song and prayer have been proposed for consideration)*

9.6 Consider developing a house system to improve school spirit. Set up a house or class competition to accumulate "Panther points" for attending games, performances, academic competitions, etc. Allow the students opportunities to provide input and to review options.

(Owner – Student Government/Admin.) *A "house system" has been implemented toward meeting this goal. Very successful. SGA is tracking points earned.*

Facilities [Chair: Eric Thorn; Co-chair: Fr. Marien]

St. John Paul II Catholic High School will ensure a safe and a state-of-the-art learning environment that builds pride and ownership of the school, supports excellence in academics, athletics, and extra-curricular activities, projects an attractive image to the community, and clearly presents our Catholic identity.

Goal 10

Develop a master plan that allows for growth, reflects our Catholic identity, provides state-of-the-art facilities, and maximizes the appeal and safety of campus.

Objectives

10.3 Continue to improve the presence of "physical artifacts" reflecting our Catholic identity, beliefs, and core values. (Owner – Admin.) *(With the departure of Bishop Parkes and the moratorium on new construction until a new Bishop has designated, we can continue to working on design concepts for a site master plan, continent on funds available from the school budget.)*

10.4 Convert library into a 21st Century media center that also serves as an attractive afterschool social / homework space. *(See Above note.)*

10.5 Improve appeal of campus with effective signage and an impressive entrance and lobby that reflects the Catholic and collegiate nature of the school. Enhance courtyard with landscaping, picnic tables or benches, and possibly a fountain. *(This is temporarily placed on hold due to budget constraints. Hopefully, this will resume in February 2017.)*

10.7 Enhance athletic facilities with incremental improvements: Build a concession stand with public restrooms, announcers booth and equipment storage between the baseball and softball fields. Consider bleachers, electronic scoreboards, admissions/entry coral, softball field dugouts, repainting gym and dugouts with creative graphics, etc. Invest in a state-of-the-art weight room / fitness center to benefit student athletes as well as promote the health of all students. Upgrade locker rooms. Add side basketball hoops in gym to allow for two practice areas. Provide a life cycle / cost analysis of a gym wood floor. Engage Booster Club to focus on a specific facility enhancement project each year. *(This is temporarily placed on hold due to budget constraints. We can pursue bids so as to plan for these contingencies.)*

Marketing & Enrollment [Chair: Armando Zapata; Co-chair: Greg Monroe]

St. John Paul II Catholic High School will improve external communications, self-promotion, and recruitment strategies in order to increase awareness of and interest in the mission, identity and value of a St. John Paul II Catholic High School education.

Goal 11	Improve marketing of our school as faith-based and college preparatory to build awareness of our competitive advantage and foster support inside and outside the Greater Tallahassee area.
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Objectives

1. Develop a marketing plan to present a vision, core values, and consistent narrative emphasizing Catholic, college preparatory, whole child education, individualized attention, open to non-Catholics, and students' able to participate in wide range of activities. Continually improve branding (e.g., logos, website, T-shirts). Evaluate marketing strategies annually to ensure the best leveraging of resources. (Owner-Admin/Committee) *(This objective will need to have staff assigned for ongoing responsibilities; Administration is weighing possibilities for assignment and implementation of the objective will be delayed until 2017-2018)*
2. Enhance digital media presence through effective social media outreach (Facebook, twitter, instagram) and a website that is geared toward prospective parents and that includes more photos of student life. Develop a system to obtain a picture and caption of special moments in the classroom, field, stage, etc. (Owner – Admin./Committee) *(Steady progress in social media is being noted, weekly postings are the norm; a new user friendly website was launched in December 2016; a drone captured 2 minute video of campus and at Easter time will be released with faculty and students talking about SJPII.)*
4. Increase visibility in and engagement with Southwood residents through direct mailings, corporate sponsors, and local organizations. (Owner –Committee) *(Radio ads have been scripted and are running for 5 weeks on 4 radio stations starting in mid-March 2017; Southwood Facebook now including references to SJPII (ref successful Wine & Cheese event); SJPII is sponsoring local area Baseball Team ("A good Catholic education, It's always a family matter".))*

Goal 12	Improve engagement of prospective parents and students.
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Objectives

1. Form a Parent Ambassador Committee that will host prospective families for wine & cheese receptions in their homes, invite families to events, and assist with social media messaging. (Owner – Committee) *(This committee is formed and Principal Monroe is coordinating.)*

2. Form a Student Ambassador Club to assist with outreach to Trinity Catholic, parishes, and other feeder sources, to lead tours during the Open Houses, and provide hospitality during shadow days. (Owner – Committee/Admin.) *(this committee is formed and active)*
3. Enhance the recruitment packet to include a professional quality brochure, fact sheet with student statistics (noting comparisons to competitor schools), testimonials from students, parents, and alumni, and a clear articulation of how the curriculum and other aspects of student life prepare for college and for life. Develop a complementary webpage targeting prospective parents and students. (Owner – Admin./Committee) *(Our new brochure is now available in the main office and at all parishes)*

Goal 13 Ensure a seamless process to enroll a new family and to retain them for four years.

Objectives

13.1 Develop a best practice process to follow families from initial inquiry and visit through registration that tracks each inquiring family and emphasizes a welcoming spirit through warm follow up and follow through (e.g., ISPD Enrollment Funnel). Track every visitor (campus, online, etc.). Follow up with encouraging personal letters from SAC, current students, parents, teachers, or alumni. Obtain feedback from parents about the quality of their campus visits and enrollment experience. (Owner –Admin./Committee) *(Front office staff has developed a process that includes tracking in these areas.)*

Development & Fundraising [Chair: Brett Ewing; Co-chair: Diane Perez]

St. John Paul II Catholic High School will foster relationships with parents, alumni, organizations, and others who desire to give of their time, talent and treasure to support the school's mission and vision.

Goal 14 Develop and cultivate lifelong stewards and strategic partners to support the mission of our school.

Objectives

14.1 Purchase, develop and maintain a professional CRM database to track outreach with donors, alumni, former parents, grandparents, etc. Focus on building an up-to-date alumni contact database. (Owner – Committee/Admin.) *(CRM database has been purchased and over 1000 contacts have been entered. The task is implemented.)*

14.3 Develop best practice processes to engage major donors, corporate sponsors, and foundations throughout Tallahassee, the Diocese, and the state. Identify mutual interests of these donors and engage them frequently with success stories regarding programs that match their interests. Develop a case statement articulating the impact and real value of the school, include stories of success and perseverance. Develop a major gifts wish list. Train SAC and other school leaders on effective donor engagement. Train teachers and students to showcase classroom and campus activities for donor visits. (Owner – Committee/Admin.) *The teachers and students are beginning to be trained on the importance of showcasing the classroom. In addition, staff has begun training student leaders for tours of the campus and has been given talking points about the school and all of the improvements to come. Case statement is under development by writers on the SAC; Administration is compiling the list of donors)*

14.8 Identify meaningful and mutually beneficial opportunities to partner with local businesses, non-profit organizations, college and university professors, and other local service providers.

(Owner – Committee/Admin.) (This will be an ongoing objective that all committee members are working on. The committee has submitted around 25 contacts and are actively researching more.)

Goal 15 Develop a best practice advancement and fundraising plan and process.

Objectives

15.1 Coordinate all fundraising through the development office, including school leaders, Booster Club, etc. (Owner – Admin.) *(SAC has developed and recommended SJPIICHS Fundraising Policy & Coordinated Fundraising Master Calendar. The goal of SJPIICHS Fundraising Policy is to facilitate the effectiveness and coordination of SJPIICHS fundraising efforts by; enhancing the success of fundraising activities and events, reducing the likelihood of scheduling conflicts and instances of donor fatigue, strengthening the branding of SJPIICHS events and activities and to otherwise promote the interests of SJPIICHS and the fulfillment of its mission. This policy will apply to all the fundraising events and activities of the PTO, SAC, Boosters, SGA, SJPIICHS student run organizations and any other entity or organization raising revenues in any manner for SJPIICHS related purposes . The School Administration is meeting with the various stakeholders on implementation.)*

15.4 Develop a best practice Annual Fund structure and process that includes committees and year-round outreach to targeted stakeholder groups (alumni, parishioners, past parents, businesses, etc.). Aim for 15% annual growth (in dollars and people) and 80% donor retention (year over year). Institute an annual fund phonathon. Upgrade Annual Fund packet to include: Letter from President, Campaign Prayer, quality brochure, Intention card (gift of prayer, service, financial support), and return envelope. (Owner – Admin.) *(The SPGV Implementation Task Force met on January 21 to lay out an implementation plan. A Plan for Development and Advancement was approved by SAC on March 6. Annual Fund Cabinet nominations are underway and expected to be filled by mid-May)*

15.4 Identify a grant writer in the Catholic community to help take advantage of grant opportunities. (Owner – Admin.) *(This has been accomplished. The School Administration has identified a grant writer and is working with different partners to develop the grants. The committee will monitor the progress of this objective.)*