

Strategic Plan
Goal Area: Marketing/Public Relations
2016-2021

Goal: Maintain home/school/community effective communication and promote unity

Timeline	Objective	Person Responsible	Financial Resources Needed	Evaluation/ Outcomes	Status
2016-2017	1. Recruit locally for an increase in enrollment. a) Visit Catholic Middle schools. b) Organize a Recruitment Fair. c) Update a Brochure to promote the schools. d) Transfer web page to a mobile friendly version with eCatholic e) Use social media indirect communication to promote school f) Update Academics guides g) Survey	President Development Officer	See President's plan and budget \$2,500 Technology strategic plan \$3000	Brochure Agenda Calendar	January 2017
		Total	\$5,500		
2017-2018	1. Recruit locally for an increase in enrollment. h) Visit Catholic Middle schools. i) Organize a Recruitment Fair.. a) Use social media indirect communication to promote school	President Development Officer	See President's plan and budget	See President's plan and budget	January 2018
	2. Continue to promote school's identity a) Provide a retreat to the community at large during Lent b) Create a Spiritual Committee	Headmaster Director Campus Ministry	\$2000	Yearly Calendar Agenda	September 2017
		Total	\$2000		
2018-2019	1. Recruit locally for an increase in enrollment. a) Visit Catholic Middle schools. b) Organize a Recruitment Fair. c) Use social media indirect communication to promote school d) Survey	President Development Officer	See President's plan and budget	See President's plan and budget	Annually
	2. Continue to promote school's identity c) Provide a retreat to the community at large during Lent d) Continue with the Spiritual Committee	Headmaster Director Campus Ministry	\$2000	Yearly Calendar Agenda	Annually
	3. Start Blessed Cardinal Newman Lecture series.		Mission strategic plan		
		Total	\$2000		

Strategic Plan
Goal Area: Marketing/Public Relations
2014-2016

Goal: Maintain home/school/community effective communication and promote unity

Timeline	Objective	Person Responsible	Financial Resources Needed	Evaluation/ Outcomes	Status
2019-2021	1. Recruit locally for an increase in enrollment. e) Visit Catholic Middle schools. f) Organize a Recruitment Fair. g) Use social media indirect communication to promote school	President Development Officer	See President's plan and budget	Newsletter, Annual Report Face book Webpage	Annually
	3. Continue to promote school's identity e) Provide a retreat to the community at large during Lent f) Continue with the Spiritual Committee	Headmaster Director Campus Ministry	\$2000	Yearly Calendar Agenda	Annually
	4. Start Blessed Cardinal Newman Lecture series.		Mission strategic plan	Newsletter Flyers	Annually
			Total	\$2000	