

Diocese of Phoenix
Strategic Plan for Catholic Schools
SY 2007- SY 2012

Updated May 2008

Table of Contents

	<u>Page</u>
Mission -----	3
School Board Profile -----	3
Goals -----	3
School Board Committees-----	4
Goals/Objectives/Action Plans/Measurements -----	5-10

Diocesan School Board

Strategic Plan

2007 - 2012

Mission Statement

Inspired by and committed to our Catholic faith, the Diocesan School Board promotes quality Catholic education throughout the Diocese of Phoenix by advising the Catholic Schools Office in its efforts to encourage a spirit of Stewardship which will make Catholic education available to all.

School Board Profile

The school board of the Diocese of Phoenix ("school board") exists, in accordance with diocesan policy, to advise the Superintendent of Schools - specifically to recommend policy, to offer financial advice, to serve as a public relations source, to encourage and facilitate strategic planning and development, and to maintain an awareness of current events and trends in education. The board supports the Superintendent as the educational leader of the Diocese of Phoenix. The board also provides parents and other interested parties a voice in our Catholic school education system.

Our children are the focus; they provide the direction of each action of the school board. The board members represent a broad diversity of talent, expertise, occupations and geographic locations of the diocese. They work within the framework of committees that are established annually, based on board goals and in light of the strategic plan. These committees meet regularly and accomplish assigned objectives.

The school board acts as a body; its members cannot act separately, and recommendations are made as a "committee of the whole." The members understand the board's mission and are thus enabled to find the common good in making decisions. They maintain confidentiality and demonstrate a willingness to work. The board members have a deep commitment to Catholic education and to prayer, and are loyal to the Bishop, Superintendent and to one another.

Goals

1. To promote strong Catholic identity in our schools.
2. To assist local school boards to operate effectively and efficiently.
3. To establish a Development plan.
4. To pursue affordable Catholic Education.
5. To develop a Marketing/Communication plan to share good news about Catholic schools through support, advocacy and community outreach.

2007 - 2012 DIOCESAN SCHOOL BOARD COMMITTEES

SPIRITUALITY This committee facilitates the nourishment of the spiritual dimension of the board work and gives Diocesan School Board members the time and opportunity to pray together, to reflect on the Scripture, to share faith, and to celebrate the Eucharist.

EXECUTIVE (Required per DSB Constitution)

This committee consists of Diocesan School Board Officers - President, Vice President, Secretary, Past President and one member at large.

NOMINATION/IN-SERVICE/LSB NETWORKING (Required)

This committee: organizes various in-services, hospitality, and meeting arrangements, and orientation for new board members; monitors the nomination process, advertises for applicants, interviews prospective applicants and makes recommendations to the Bishop for appointments to the board; is designed to work with our individual school schools boards to facilitate networking meetings on a regional basis within the Diocese. These meetings will foster a sharing of best practices, challenges and successes among our school boards.

MARKETING/COMMUNICATION

This committee continues to find ways to tell good news of Catholic education. They coordinate Catholic Schools Week events, design brochures and publish communication from the Diocesan School Board to promote positive communication between the schools and the Diocese. Oversee the marketing plan for the Diocesan School Board.

FINANCE (required)

This committee monitors the diocesan school budgets and aids in long-term planning that allows meaningful financial operating information for all schools.

AZCPAN

This committee gathers information on state and federal legislation which impacts Catholic Schools. The committee communicates with schools through the LSB's, websites, and other media (Catholic Sun) on legislative issues and promotes advocacy of Catholic Schools and Educational Liberty. CPAN also directs the Catholic Schools Week Rally and attends and participates in Congressional Advocacy Days (CAD) on Capitol Hill in support of the USCCB legislative agenda.

DEVELOPMENT/ADVANCEMENT COMMITTEE

A newly organized ad-hoc committee organized to study the development efforts of schools throughout the Diocese. We want to explore the possibility of establishing a development and planned giving office for schools within the Diocesan Office of Stewardship to assist with growing our existing school endowments for the long-term financial support of our schools.

Goal 1. To promote strong Catholic identity in our schools.

Objective 1. By September 27, 2008 the diocesan school board will facilitate the nourishment of the spiritual dimension of school boards and promote Catholic identity in our schools beginning in the fall of 2009 on a monthly basis.

Action Plan

Action Plan	Responsible Party	Due Date	Status
1. Continue to grow the spirituality of the board A. Involve all board members in spiritual activities utilizing DSB member's gifts B. Establish an annual DSB retreat C. Provide a variety of methods to allow time for reflection, focus and inspiration	Spirituality	Annually	Completed Fall 08
2. Provide a written statement on each board agenda that allows for a prayerful preparation for the meeting A. Provide written prayer and/or reflection at end of meetings in anticipation of the next month's meeting B. Facilitate prayer, reflection and faith sharing using environment, scripture readings, liturgical season and/or music resources for each gathering	Spirituality	On-going	07/08 Completed
3. Develop board commissioning process A. Create a fall commission to be presented at fall school board in-service B. Evaluate for positive and negative feedback C. Make recommendations for the next year's commissioning	Spirituality	Annually	Completed at Fall 08 in- service
4. Strengthen guidance given to LSB on importance of spiritual foundation A. Add information and resources for board spirituality to the DSB web page B. Encourage faith formation programs at the local school level for parents and lay volunteers	Spirituality		07-08 In Progress
5. Review the Catholic Identify criterion addressed in Western Catholic Education Association (WCEA) process A. Prepare newsletter for pastors & LSB of school going through accreditation and what the process involves	Spirituality		Criterion reviewed 07/08 A - in progress
Measurements	Actual SY 2007-2008 Completed	Actual SY 2008-2009	Actual SY 2009-2010

Goal 2. To assist local school boards to operate effectively and efficiently.

Objective 1. Increase attendance at all DSB programs and events annually

Action Plan

Action Plan	Responsible Party	Due Date	Status
1. Develop agendas for in-service based on LSB needs with respective committees	NIS	Annually April 30	In process for 08-09
2. Interact with LSB's via contacts, invitations to DSB meetings, local school visits and DSB liaison feedback	NIS	Annually	2 mtgs @LSB 07-08/ 1 scheduled 08/09
3. Communicate upcoming events	NIS	Annually April 30	On-going
4. Develop registration process that enhances contact data base and leads to increased communication.	NIS	Annually April 30	Continually updated at CSO
5. Evaluate in-services to determine objectives in need of work and topics	NIS	Annually April 30	Complete new survey for networking mtg 07/08
Measurements	Actual SY 2007-2008	Actual SY 2008-2009	Actual SY 2009-2010
# of DSB sponsored events	4		
# of attendees	300		

Objective 2. Develop materials, tools, and training to promote the efficient and effective operations of LSB's

Action Plan

Action Plan	Responsible Party	Due Date	Status
1. Assign DSB members as contact to each LSB to develop consistent method of networking.	NIS	Annually August	07/08 complete
2. Utilize consistent ongoing communication with each LSB	NIS Marketing/Comm.	Annually	Created CSO brand 07/08
3. Promote resources for effective board operations	NIS Marketing/Comm.		07/08 complete
Measurements	Actual SY 2007-2008	Actual SY 2008-2009	Actual SY 2009-2010
Percent of completed LSB reports received			

Objective 3 Recruit a diverse leadership pool to serve on DSB and/or its committees

Action Plan

	Responsible Party	Due Date	Status
1. Develop a pool of applicants who reflect the diversity, talents and skills specific to the needs of the DSB on an annual basis	NIS		On-going
Measurements	Actual SY 2007-2008 incomplete	Actual SY 2008-2009	Actual SY 2009-2010

Goal 3. To establish a Development & Advancement Plan.

Objective 1. To evaluate, establish planning overviews and promote stewardship & development within Catholic Schools Office by May 30, 2008.

Action Plan

	Responsible Party	Due Date	Status
1. Create a Development Survey for schools to establish a baseline and foundation for a full Development Audit	Development & Advancement	10/31/07	Survey complete/plan in process
2. Complete a full Development Audit of our schools	Development & Advancement	05/30/2008	Initial Planning
3. Begin planning for a signature event celebrating Catholic schools	Development & Advancement	Catholic Schools Week 2009	Scheduled 11/1/08
4. Participate in an initial Stewardship and Development training session by Office of Stewardship	Development & Advancement	06/12-13/2007	Complete
5. Evaluate/schedule additional capacity building training during 2007/2008 to further Stewardship and Development Advancement within the school system	Development & Advancement	To be discussed	Initial Planning
6. Determine/develop both leadership goals and financial planning goals for the Schools Office	Development & Advancement	To be discussed	Initial Planning
Measurements Completion of the above steps as scheduled.	Actual SY 2007-2008 1 & 4	Actual SY 2008-2009	Actual SY 2009-2010

Goal 4. To promote affordable Catholic education.

Objective 1. To promote and develop the concept of financial stewardship in the operations of our Catholic Schools by ensuring adequate financial management practices.

Action Plan

	Responsible Party	Due Date	Status
1. Complete a periodic financial survey of all elementary and high schools within the Diocese	Finance	Annually May 30	Completed 07/08
2. Assist in CCF Grant review and make recommendations	Executive	Annually	07-08 complete
3. Complete an annual survey of public school teacher/administrator salaries to determine Diocesan parity levels	Finance	Annually	Completed 07/08
4. Hold periodic meetings with school finance committees for the purpose of monitoring financial policies and procedures	Finance	Annually	Completed 07/08
5. Develop a finance component for each in-service to meet specific in-service needs of schools	Finance	Annually	Completed 07/08
6. Review Diocesan external school audit and management letter & internal school reviews and implement any necessary changes	Finance	Annually	Completed 07/08
7. Investigate methods to secure financial affordability of Catholic education	Finance	08/09	
8. Review and development of annual budget	Finance	Annually	Completed 07/08
9. Review and development of financial norms	Finance	Annually	Completed 07/08
10. Review and development of school procedures	Finance	Annually	Completed 07/08
Measurements	Actual SY 2007-2008	Actual SY 2008-2009	Actual SY 2009-2010

Goal 4. To promote affordable Catholic education.

Objective 2. To promote the ideals of Education Liberty (school choice) and Educational Justice (equitable sharing of resources) by May 30, 2008.

Action Plan

	Responsible Party	Due Date	Status
1. All schools will have a contact person for legislative matters. A. To be identified through LSB's at the Fall In-service	AZCPAN	Annually September 30	Completed 07/08 @ 2 in-services
2. Education/Communication- Provide periodic updates to Catholic School network contacts, student council moderators, LSB's and DSB members about issues and legislation. A. Prepare legislative updates, talking points, and promote awareness of legislative issues at in-services B. Prepare regular monthly communication to DSB members to stay current on state and federal legislative issues and to be disseminated to LSB contacts C. Prepare a regular monthly communication to be used by marketing/communications, plan outreach (<i>The Catholic Sun</i> , Website) D. Communicate that AZ Catholic Conference website is the authoritative focal point for schools on legislative issues. E. Attract relevant speakers to address the current issues and legislation.	AZCPAN	Monthly	Completed 07/08
3. Encourage inter-Diocese Catholic School communities to communicate with their state and federal legislators and other public policy officials regarding their educational rights and public policy. A. Promote subscription to and participation in CAPWIZ as a vehicle to communicate with state and federal legislators. B. Meet with key state and federal legislators as needed on key issues affecting education C. Maintain AZCPAN committee attendance and promote inter-Arizona diocese attendance at the US Catholic Conference's Congressional Advocacy Days in Washington, DC D. Facilitate fall meeting with Diocese of Tucson DSB members regarding legislative issues E. Organize with Catholic School Student Council representatives the annual State Capital rally during National Catholic Schools week	AZCPAN	Annually	Completed 07/08

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| 4. | Develop a plan in coordination with the Arizona Catholic Conference to pursue state and federal resources that promote initiatives on textbooks, nurses as well as other federal school sharing programs
A. Research ways that other states are able to utilize "equitable" policies.
B. Establish detailed action steps to lobby/solicit state and federal legislators on issues of equitable sharing or resources.
C. Review after March of 2008 to determine next steps. | AZCPAN | Annually | On-going |
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Measurements All schools to have a legislative contact: Number of schools with AZCPAN network contact Education/Communication: Participation and attendance at DSB in-services. At least one inter-Diocese legislative meeting/contact Encourage communication with state and federal legislators: Meeting with Congressional/Legislative officials CPAN Subscription enrollment Attendance of CPAN at CAD Participation by student councils at CSW Rally	Actual SY 2007-2008 Completed Completed	Actual SY 2008-2009	Actual SY 2009- 2010
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Goal 5. To develop a Marketing/Communication plan to share the good news about Catholic Schools through support, advocacy and community outreach

Objective 1. Create a document to plan for marketing of Catholic Schools within the Diocese of Phoenix and in the broader community by May 30, 2008.

Action Plan

	Responsible Party	Due Date	Status
1. Develop a cohesive communication plan to insure timely and effective exchange of information at all levels	Marketing/ Communication		07-08 Released Communications & Promotions Booklet
2. Redesign information and resource brochure for recruiting and increasing awareness of DSB	Marketing/ Communication		Revised, updated, edited resource packet 07/08
3. Expand marketing efforts to effectively tell the Catholic School story and accomplishments	Marketing/ Communication		07/08 with PIO revised 1 brochure & created a 2 nd How to Choose a Catholic HS & Elem
4. Establish strategies to recruit students and parents	Marketing/ Communication		07/08 released Recruitment & Marketing Handbook
5. Develop relationship with the Catholic Sun and the Diocesan Public Information Office	Marketing/ Communication		Ongoing

Measurements	Actual SY 2007-2008 Completed	Actual SY 2008-2009	Actual SY 2009- 2010
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