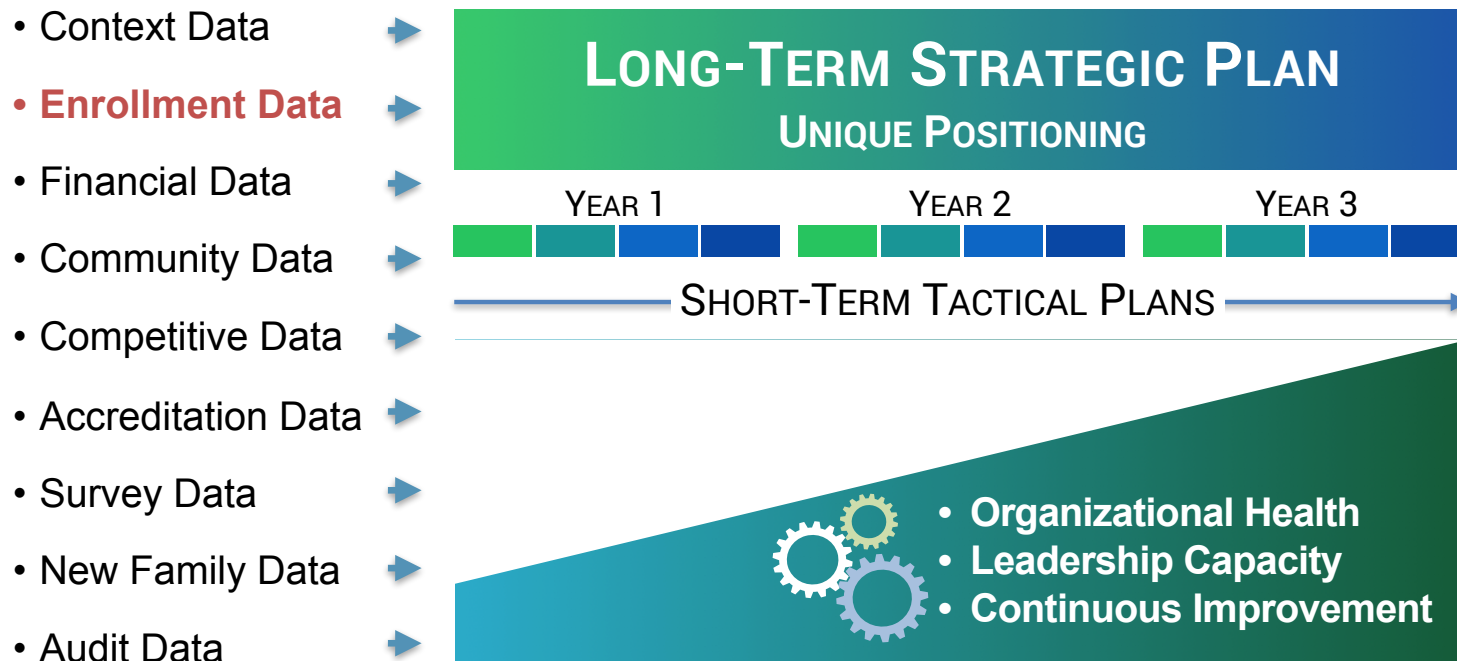


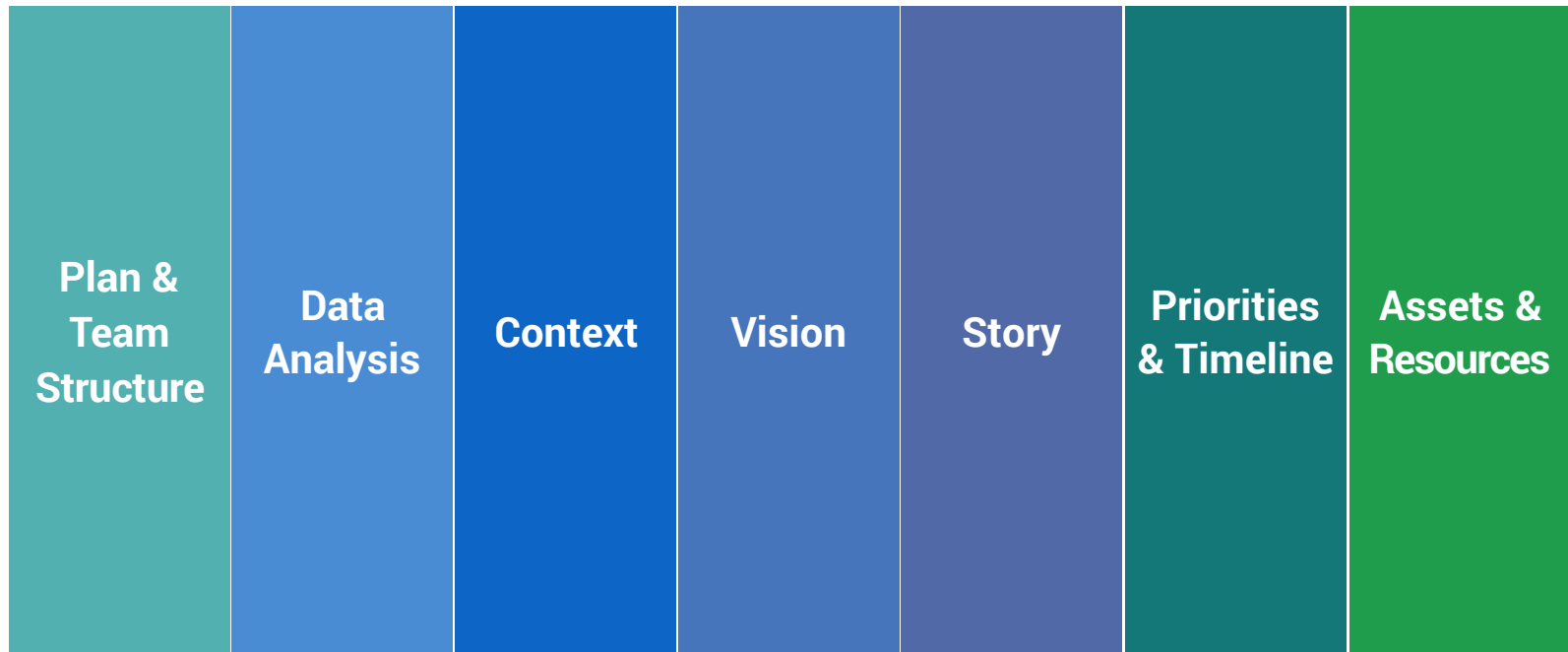
Catholic Schools of Baton Rouge

Strategic Growth Plan
Vision, Story & Priorities










Growth Plan vs. Strategic Plan



7 Stages to Create a Strategic Growth Plan



Strategic Context

Deliver an excellent educational experience, in a community of intelligent faith, that equips students for a successful life.					
 <p>KEY PARTNERS</p> <ul style="list-style-type: none"> • Family Foundations • Local Churches • Local Universities • Community Leaders 	 <p>KEY ACTIVITIES</p> <ul style="list-style-type: none"> • Community Development with Students & Parents • Faculty Recruiting and Development • Learning Experience Design 	 <p>VALUE PROPOSITION</p> <ul style="list-style-type: none"> • Be the Person God Created You to Be • High quality education that is tailored to the needs of each student • The opportunity to participate in athletics, arts, academics, etc. • A safe environment to learn and develop • A network of relationships that provide community and support 	 <p>RELATIONSHIP TYPES</p> <ul style="list-style-type: none"> • Long-Term • Personal Assistance • Dedicated personal assistance 	 <p>TARGET MARKET</p> <ul style="list-style-type: none"> • Families with 2yr old - 17 yr old children • Parents: Want their child to gain an advantage through a more intimate, faith-filled educational experience. Want student to be happy and enjoy school. • Students: Want to be involved, want to be known, want to be understood, want to belong, want friends, want to be inspired, want a future, want balance 	
	 <p>KEY RESOURCES</p> <ul style="list-style-type: none"> • Aligned Leadership & Faculty • Parent Ambassadors • Student Ambassadors • Facilities • Educational Philosophy and Curriculum 		 <p>ENGAGEMENT POINTS</p> <ul style="list-style-type: none"> • School Events • Enrollment Events • Personal invitation • Website • Email Invitation • Downloadable 		
 <p>COST CENTERS</p> <ul style="list-style-type: none"> • Personnel • Facilities • Curriculum & Technology • Athletics 			 <p>REVENUE STREAMS—% from each target market</p> <ul style="list-style-type: none"> • Tuition • Philanthropy • Auxiliary Programs 		

A silver laptop computer is centered in the frame. The screen is white and displays the text "2023 Vision" in a blue, serif font. The background is a solid light blue color.

2023 Vision

Our school has a clear sense of purpose and mission. We strive to create a sustainable future for delivering a superior educational experience. We are committed to intentionally fostering an engaging, welcoming, nurturing environment where students, faculty and parents feel connected, heard and known. Our expert faculty thrive in a culture of collaborative practice with a cohesive philosophical approach that implements best practices and programmatic measures that enhance the consistent student experience in all divisions.

The School's Brand Story: Families

<p>Know the Character</p>	<p>Description of Parent/Student we seek to serve, demonstrating empathic understanding of their goals, pains, beliefs, influences, and fears.</p>	<p>Parents: Want their child to gain an advantage through a more intimate, inclusive, faith-filled educational experience. Want their student to be safe and cared for in relationship with inspirational and motivating faculty. Want to connect with other parents. Students: Want to be involved, want to be known, want to be understood, want to belong, want friends, want to be inspired, want a future, want balance</p>
<p>Define their Problem</p>	<p>Every story is about somebody who is trying to solve a problem, so when we identify their problem (genuine, not contrived), they recognize us as the school that understands them.</p>	<p>Public schools are big, favoring those with high levels of ability or low levels of ability. Our target parents want their child to have closer relationships with their teachers and peers, helping them find their own path educationally and occupationally.</p>
<p>Become the Ally</p>	<p>Stop losing sleep over the success of the school and start losing sleep over the success of your families. As an ally with families, how do you most effectively express an understanding of their pain and frustration. With what authority and credentials do you speak?</p>	<p>Handcrafted Experience designed to help you become more You! Credibility: Testimonials, School History, Alumni Success, Accreditation/Memberships, Teacher Degrees</p>
<p>Give The Plan</p>	<p>Script the path, making it clear and simple to engage with you and achieve their goals. Remove feelings of risk (e.g., social, financial, educational) they may have of committing to an independent school. What is the process of beginning this relationship?</p>	<ol style="list-style-type: none"> 1. Visit a school event, with particular effort made to build connections 2. Schedule a Tour 3. Complete the Application 4. Create a Customized Growth Plan 5. Very intentional onboarding of the family
<p>Call(s) to Action</p>	<p>How do we challenge our parent/student to take action? People are naturally attracted to clarity and will seek to avoid confusion. How can we make the story we've invited these families into so enticing that they can't wait to take the next step in this exciting journey?</p>	<p>Discover the Joy of Becoming You</p> <ul style="list-style-type: none"> • Advantages of a Customized Learning Plan • The Joy of Learning in Community • You were created for a Purpose
<p>Identify the Risks</p>	<p>What are the risks of not partnering with this school to navigate the journey of education? "So what" if they choose public school or another school? People are strongly motivated by their innate aversion to lost opportunity.</p>	<p>Getting Lost/Being Alone Failure to Achieve to Full Potential Not being able to participate and explore abilities Generic Learning</p>
<p>Define Success</p>	<p>What happens at the end of this journey with you? Give them a picture/vision to believe in and pursue.</p>	<p>Confidence and Leadership from discovering:</p> <ul style="list-style-type: none"> • Purpose—Know who you are and your "why" • Path—Know where you're going and how you're going to get there • Place—Know that you always have a safe place to go

Setting Strategic Priorities

Three Priorities	<p>Setting priorities is hard! Because making these critical decisions involves risk, opportunity cost, uncertainty, and especially commitment. We're going to gain from the power of focus by narrowing the potential goals down to three. Unless we create a future that is bigger than our past, our past is very likely to be repeated in the future .</p> <p>True decisions involve courage — because it takes courage to commit to something beyond our own current feelings. It takes courage to commit to a future filled with unknowns. So we're going to set three "SMART" goals (Simple, Measurable, Achievable, Results-oriented, and Time-sensitive) based on the entirety of the data that is now available to us.</p>
Potential Barriers	<ul style="list-style-type: none">• Leadership Team lacks passion for the goals that have been set• The goals are not precise• The goals are at cross-purposes with the Leadership's personal image and goals
Potential Goal Categories	<ul style="list-style-type: none">• Faculty Quality & Engagement• Financial Sustainability• Family Culture & Engagement• Operational Quality• Curricular Cohesiveness & Consistency• Co-Curricular Programming & Quality• Data & Systems• Educational Philosophy & Outcomes

Question for Setting Priorities

What are the major themes from the Data Analysis?	
What recommendations from our last accreditation do we want to include?	
Based on the Strategy Canvas, what is our base for competing and delivering value?	
What are we best at? What makes us unique?	

Question for Setting Priorities

What are the “big rocks” – strategic priorities – we need to reach our vision?	
What must we accomplish over the next 1 to 3 years to achieve these?	
What are we NOT going to do? What are we going to stop doing?	
What strategic questions must we still address?	
How will we measure our success? (Key Performance Indicators)	

Three Strategic Priorities

	Description	Support
1		
2		
3		