

PLANNING PRAYER

Lord, please send your Holy Spirit upon us to guide the hearts and minds of those who are working diligently to make Holy Savior Menard and institution of Your Word and Spirit. Give us the Grace and discernment to make choices that only promote Your will and help to build Your kingdom.

We pray that through the many gifts which we are blessed we may build a culture of faith in our students to have a burning desire to love You, love one another and proclaim Your word. Help us to provide them a sound education with spiritual, moral, social, intellectual and physical development.

St. Mother Teresa, please intercede on our behalf to “Be the One”. Help us to be the one place in Central Louisiana that is a beacon for all to come to know Christ, to grow in faith and to help build the Kingdom of God. For they will know we are Christians by our Love!

Amen.

A LETTER FROM THE ADMINISTRATION

Dear Families and Friends of the Holy Savior Menard Community,

I am pleased to present our schools long-range strategic plan. This plan presents a forward-looking vision for the school while it affirms our fundamental mission, principles and core values that serve as the foundation of the school. This strategic plan provides the framework for enhancing the excellence that has characterized our school from the beginning. The essence of our strategic plan is our commitment to a strong Catholic identity and the wholistic development of our students as they pursue their personal relationship with God and strive to share their knowledge as future leaders in our society.

Our Core Team diligently identified the key challenges and priorities of Holy Savior Menard for the next 5-10 years. The research and discussion focused on the following key areas: Catholic identity and mission, academic excellence, athletics and extracurricular excellence, campus facilities, marketing and enrollment, and development and fundraising. The team divided into sub-committees and researched best practices of other successful Catholic high schools. Each sub-committee reviewed current objectives, procedures, and goals of the school and created goals and objectives for implementation into our current educational programs. The goals and objectives are all designed to improve the rich tradition that has existed at Holy Savior Menard for more than 125 years.

Holy Savior Menard continues to be blessed by the many members of our community who give so generously of themselves. Many hours went into assessing and prioritizing the needs of our school. I want to offer my thanks to all those who helped create this plan. We invite you all to join us as we implement these key initiatives and thank you in advance for donating your resources to assist us in the years to come.

Sincerely,

Chris Gatlin
Principal

HOLY SAVIOR MENARD CENTRAL HIGH SCHOOL

STRATEGIC PLAN FOR GROWTH AND VITALITY

CATHOLIC IDENTITY & MISSION

Holy Savior Menard exists to form students, in collaboration with their parents and church parishes, to make disciples and build the Kingdom of God.

GOAL #1:

Provide students and their families with opportunities to encounter Jesus and be led by the Holy Spirit during their time at Holy Savior Menard and beyond.

Objectives

- 1.1 Continue to cultivate our Eucharistic-centered school culture through weekly Mass, access to confession, adoration and other devotional practices.
- 1.2 Continue the practice of providing class retreats. Offer an annual parent retreat. Establish follow-up activities for small groups to encourage continuation of retreat experiences.
- 1.3 Teach developmentally appropriate discernment skills for upper-class students (i.e., vocations to religious life, married life, career path, major life decisions, etc.)
- 1.4 Integrate lessons on virtue, morals and ethics throughout the curriculum. Set rigorous academic standards and expectations for theology (e.g., Catechism, Theology of the Body).
- 1.5 Create opportunities for families to strengthen their faith life in the home.
- 1.6 Ensure ample time each year for faculty to reflect on the mission, core values of a Catholic education, and ways to integrate Catholic Identity throughout the curriculum.

GOAL #2:

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

Objectives

- 2.1 Be considered the flagship secondary school for all local, diocesan elementary schools.
- 2.2 Work with local pastors to coordinate communication and meaningful presence for school through Church bulletins, announcements, banners, pulpit presentations, events, etc. Identify ways that HSM can reciprocate parish support, e.g., announcing parish fundraisers, volunteers.
- 2.3 Conduct quarterly or semi-annual meetings with local priests within the Diocese of Alexandria to update them on current events involving Holy Savior Menard

- 2.4 Host church parish meetings to discuss the benefits of attending Menard and obtaining a Catholic education. Highlight academic achievements of existing students as well as Alumni all while emphasizing the Catholic culture.
- 2.5 Reach out to pastors of each parish to obtain permission to speak to their parish about events being put on or hosted by HSM.
- 2.6 Require students to complete a percentage of service hours at a diocesan parish or other Church (for non-Catholic students). Provide an HSM service t-shirt for them to wear while serving.
- 2.7 Establish a student evangelization program.
- 2.8 Work with the parishes to train students to be catechists at their parish religious education program.
- 2.9 Cultivate student volunteers to participate in local parish liturgies (e.g., lectors, ushers).
- 2.10 Collaborate with local youth ministers and facilitate student participation in youth ministry programs.
- 2.11 Consider hosting an annual HSM Catholic Youth Rally in collaboration with parish youth groups.
- 2.12 Continue to have the MAC Team conduct retreats for parish schools. Consider sending other groups to parishes, such as the choir, ambassadors and spirit groups to serve throughout the year.
- 2.13 Offer opportunities to bring the Catholic community members to campus.

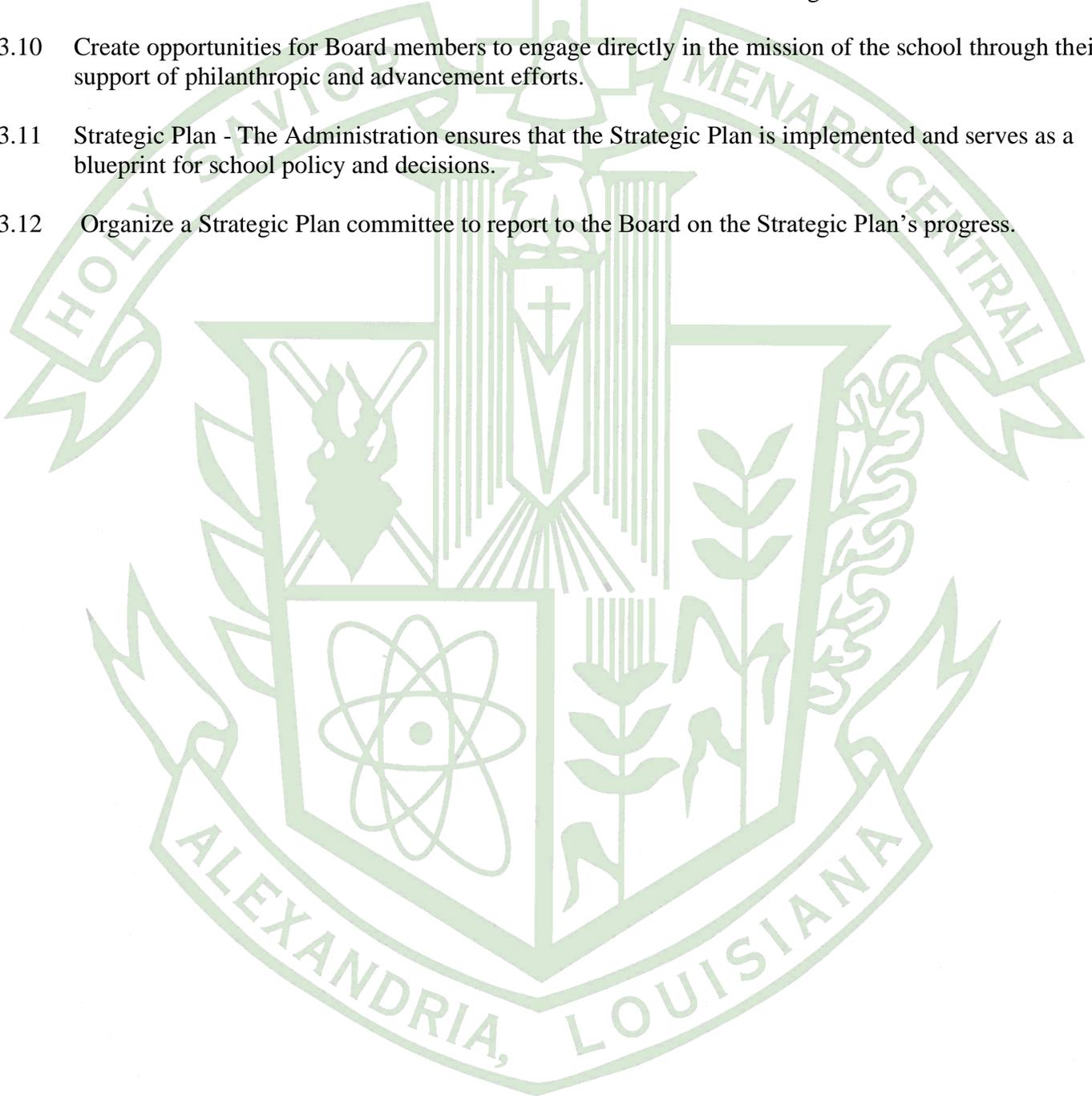
GOAL #3:

Cultivate a strong team of leaders who will emphasize our shared values grounded in our Catholic identity, that enhance our commitment to academic excellence, and will make these values accessible to everyday by ensuring the long-term operational vitality of the school

Objectives

- 3.1 Create, cultivate and empower a team of visionary leaders (Administration, Board Members, Faculty and Staff members) to fully maintain and execute the school's mission.
- 3.2 Incorporate HSM as a diocesan, 501(c)3 non-profit corporation.
- 3.3 Develop a professional leadership formation and training plan for Administration.
- 3.4 Create self-reflection evaluation processes for Administration.
- 3.5 Create an Administration succession plan.
- 3.6 Empower administration to oversee the policy, curriculum, discipline, and the professional and spiritual development of faculty and staff.

- 3.7 Create a staff leadership program designed to provide opportunities for staff growth and organizational development.
- 3.8 Build and sustain a vibrant committee structure.
- 3.9 Find avenues for the Board to be more involved in the life and marketing of the school.
- 3.10 Create opportunities for Board members to engage directly in the mission of the school through their support of philanthropic and advancement efforts.
- 3.11 Strategic Plan - The Administration ensures that the Strategic Plan is implemented and serves as a blueprint for school policy and decisions.
- 3.12 Organize a Strategic Plan committee to report to the Board on the Strategic Plan's progress.



ACADEMIC EXCELLENCE

Holy Savior Menard will strengthen the curriculum, improve instructional practices, recruit highly qualified faculty, and maintain a technological advantage.

GOAL #4:

Create an integrated curriculum for college success.

Objectives

- 4.1 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.
- 4.2 Catholic Standards are adopted across the curriculum, and include integration of the religious, spiritual, moral, and ethical dimensions of learning in all subjects.
- 4.3 Continue to cultivate curriculum and instruction for 21st century learning that provide students with the knowledge, understanding and skills to become creative, reflective, literate, critical, and moral evaluators; problem solvers; decision makers; and socially responsible global citizens.
- 4.4 Continue to provide professional development for classroom teachers that is designed to engage and motivate all students.
- 4.5 Create classroom instruction that intentionally addresses the affective dimensions of learning, such as intellectual and social dispositions, relationship building, and addresses the diverse needs and capabilities of each student.
- 4.6 Interview college admissions officers to determine expectations for college students.
- 4.7 Continue to facilitate collaboration between Holy Savior Menard and the local feeder schools to enhance development alignment content.
- 4.8 Continue to add/improve advanced placement and dual enrollment courses and encourage student participation in both programs.

GOAL #5:

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

Objectives

- 5.1 Prioritize faculty salary increases. The increase would allow HSM to remain competitive with local school districts and local private schools.
- 5.2 Set up professional learning plans that give specific goals, an action plan, and evidence of learning.
- 5.3 Hold teachers accountable to obtain certification and meet continuing education requirements.
- 5.4 Create opportunities for collaboration between the administration and faculty. Conduct a yearly survey to identify ways to improve faculty support. Provide exit interviews for faculty leaving the school.

- 5.5 Facilitate professional learning communities (PLCs) that focus on differentiated learning, response to intervention (RTI), integration of technology into instruction, and the use of assessment data to inform instruction. Provide opportunities for teachers to share expertise and successful practices with their colleagues.

GOAL #6:

Improve methods to define and measure academic excellence

Objectives

- 6.1 Improve the use of test scores and formative assessments to strengthen course content and instruction.
- 6.2 Continue to track grades, test scores, average scholarships per senior, National Honor Society recipients, and academic competition awards.
- 6.3 Set up a system to track graduate outcomes: awards, scholarships, college GPA, graduate degrees, etc.
- 6.4 Establish a school and graduate profile based on the last ten years of graduates.
- 6.5 Create an exit survey for graduates.

GOAL #7:

Build a guidance office that meets the needs of all students

Objectives

- 7.1 Clearly outline college counseling expectations for students, parents, and teachers for each grade level.
- 7.2 Develop and implement a systematic process to better prepare students to optimize success on the ACT and National Merit Scholarships beginning the freshman year.
- 7.3 Create a plan to prepare parents and students to accomplish grade-level tasks in the guidance process and publish guidance schedule of events by the beginning of the school year.
- 7.4 Provide an in-service to families beginning junior year on the college counseling process (completing FAFSA, ACT preparation, college visits, etc.)
- 7.5 Create a Student Support Team that includes the guidance counselor, principal, and teachers to monitor progress of students in need of support. Develop data-informed interventions utilizing a RTI tiered approach by first strengthening classroom support (Tier 1) and adding additional services as needed.
- 7.6 Ensure students access to a counselor for psychosocial support.
- 7.7 Survey graduates one year out regarding what worked well and what could have been done better to prepare them for college and life.

GOAL #8:

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

Objectives

- 8.1 Create a full-time director of technology position.
- 8.2 Develop a technology plan for school under the Director of Academics. Plan would 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 instruction/learning needs.
- 8.2 Ensure adequate training for teachers to use technology to enhance instruction. Provide funding to attend educational technology conferences.
- 8.3 Create relevant/real world student-centered projects and learning experiences.
- 8.4 Create a student help desk to assist teachers and students. Provide these students opportunities to complete technology certification to develop expertise and to share their knowledge.

ATHELETIC & EXTRACURRICULAR EXCELLENCE

Holy Savior Menard will enrich the whole student by cultivating intellectual, creative, physical, social, and spiritual development through sports, arts, clubs, academic teams, and other activities.

GOAL #9:

Develop excellence in athletics and other extracurricular activities

Objectives:

- 9.1 Review each activity, club, and sport and require each to present core values and a plan for excellence and viability.
- 9.2 Assist students involved in sports and other extracurricular activities with homework sessions that are structured, monitored, and supervised.
- 9.3 Improve communications between parents and coaches or club sponsors.
- 9.4 Develop a cost-effective plan to meet the transportation needs of sports teams, clubs, and academic teams.
- 9.5 Athletic Director will evaluate all coaches and provide them continual training on LHSAA regulations.

GOAL #10:

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

Objectives

- 10.1 Continue to use Holy Savior Menard newsletter and social media to promote events. Submit news stories to the Alexandria Daily Town Talk. Engage and involve alumni to attend and support athletic and extracurricular programs.
- 10.2 Create a master calendar that displays all sports, fine arts, and other school activities. Strategically schedule events and activities to avoid crossover and conflict.
- 10.3 Host an annual extracurricular fair to highlight sports, arts, and club offerings.
- 10.4 Unify the spirit groups by creating standard participation policies, conduct & discipline procedures. Research other Catholic Schools development and use of spirit organizations.

CAMPUS FACILITIES

Holy Savior Menard will ensure a safe and state of the art learning environment that builds pride and ownership of the school; supports excellence in academics, athletics, and extracurricular activities; projects an attractive image to the community; and clearly presents our Catholic identity.

GOAL #11:

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

Objectives:

- 11.1 Invest in immediate incremental improvements to campus prioritized over the next two years and solicit/employ restricted fund raising to fund the improvements.
- 11.2 Develop a revised master plan and a maintenance/replacement schedule. Plan for appropriate facilities to accommodate student growth and explore options to add facilities to attract students in the areas of science, technology, engineering, mathematics, and performing arts.
- 11.3 Continue to improve the presence of “physical artifacts” reflecting our Catholic identity, beliefs, and core values.
- 11.4 Convert library into a 21st Century media center that also serves as an attractive social/homework space. Add an outdoor learning space, classroom, and reading area.
- 11.5 Improve appeal of campus with effective signage and an impressive entrance and lobby that reflects the Catholic nature of the school. Enhance the front of the school with landscaping and donated bricks and benches to create curb appeal and offer more opportunities for donations.
- 11.6 Inform parents and alumni each year through various formats on the financial challenges of school (tuition cost vs cost per pupil).
- 11.7 Identify meaningful and mutually beneficial opportunities to partner with local businesses, non-profit organizations, and other local service providers.
- 11.8 Enhance athletic facilities with incremental improvements: Consider bleachers, admissions/entry coral, repainting interior of gym and dugouts with new branding, etc. Upgrade locker rooms, public restrooms, concessions, and equipment storage. Provide a life cycle/ cost analysis of a gym wood floor. Engage ESA to focus on a specific facility enhancement project per year.
- 11.9 Explore need for and feasibility of additional and more robust athletics facilities, e.g., football stadium, tennis courts, track.

MARKETING AND ENROLLMENT

Holy Savior Menard 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 Holy Savior Menard High School education.

GOAL #12:

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 Alexandria area.

Objectives:

- 12.1 Develop a marketing plan to present our vision, core values, and consistent narrative emphasizing Catholic, college preparatory, whole child education, individualized attention, open to non-Catholics, and students' about 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.
- 12.2 Enhance digital media presence through a more effective website and social media outreach (Facebook, Instagram, Twitter). Develop a system to obtain a picture and caption of special moments in the classroom, field, stage, etc.
- 12.3 Develop cost-effective but comprehensive advertising strategies considering the following: Billboards, local signage, Facebook, websites, and media stories highlighting student achievements.
- 12.4 Increase visibility in and engagement with Alexandria residents through direct mailings, corporate sponsors, and local organizations.
- 12.5 Create a promotional video to present the benefits and strengths of the school, as well as the return on investment (college placement and scholarships).

GOAL #13:

Improve engagement of prospective parents and students

Objectives:

- 13.1 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.
- 13.2 Enhance our Student Ambassador Club to assist with outreach on behalf of Holy Savior Menard, to lead tours during Open Houses, and provide hospitality during shadow days.
- 13.3 Enhance the recruitment packet to include a professional brochure, fact sheet (noting comparisons to competitor schools), testimonials from students, parents, and alumni, and 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.

- 13.4 Engage middle school religious education students and parents (grades 6-8) in Catholic and “High-Church” Protestant parishes. Ensure a welcoming ecumenical environment for non-Catholic students. Invite students’ pastors (Catholic & non-Catholic) annually for a warm and welcoming visit.
- 13.5 Offer shadow days targeting specific schools.
- 13.6 Conduct a marketing blitz during Discovering and Celebrating Catholic Schools Weeks, including parent parish presentations.
- 13.7 Develop a Baptism Outreach Program with local parishes to send a note of congratulations to parents for their newborn’s baptism (and the annual anniversary). Include a “Future Eagle” bib for alumni.

GOAL #14:

Ensure a seamless process to enroll a new family and to retain them for six years.

Objectives:

- 14.1 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 (Enrollment Funnel). Track and follow up with every visit through personal letters from MAC, students, parents, teachers, or alumni.
- 14.2 Provide an attractive packet for newly enrolled students to include: school magnets, statement of Catholic mission and identity, ESA information, prayer card, transportation info, etc.
- 14.3 Maximize the use of the available buses and assist families to coordinate carpools and ride share information to surrounding areas.
- 14.4 Present admissions test as a true determining factor for admissions, not just for course placement.
- 14.5 Improve outreach to HSM parents with an annual satisfaction survey and a personal call from PTC member each year.

DEVELOPMENT AND FUNDRAISING

Holy Savior Menard will foster relationships with parents, alumni, organizations, parish priests, and others who desire to give of their time, talent, and treasure to support the schools vision and mission.

GOAL #15:

Develop and cultivate life-long stewards and strategic partners to support the mission of our school.

Objectives:

- 15.1 Continue to maintain a CRM database to track outreach with donors, alumni, former parents, grandparents, et cetera. Continue building an up-to-date alumni contact database.
- 15.2 Reactivate the Alumni Association and plan to engage alumni throughout the year.
- 15.3 Continue to build upon the current Newsletter highlighting current student achievements and alumni.
- 15.4 Reach out to Alumni and parents to engage any special talents that would be beneficial for the school and serve on a volunteer basis.
- 15.5 Discover meaningful opportunities to partner with local businesses, non-profit organizations, college and university professors, and other local service providers.
- 15.6 Cultivate a spirit of school pride and a culture of philanthropy among all students.
- 15.7 Cultivate a culture of giving throughout the school whether that be financially or by service.

GOAL #16:

Develop a best practice advancement and fund-raising plan and process.

Objectives:

- 16.1 Ensure ALL fundraising is coordinated through the development office.
- 16.2 An analysis of fundraising performance should be conducted after each event to identify best practices, areas of improvement, sustainability. Exam opportunities to broaden donor base so that we can minimize donor fatigue.
- 16.3 Identify a grant writer within our CRM Database or current parents to help take advantage of grant opportunities.
- 16.4 Craft a tiered “giving” level system and communication process which would include timely responses to major gifts or sponsorships, frequent check-ins and expressions of gratitude.
- 16.5 Promote and expand annual giving efforts to better provide alumni and others the opportunity to contribute to the continued growth and success of the school and its students while building a culture of philanthropy.

- 16.6 Create a process to recognize significant service and financial contributions to the school, e.g., a recognition dinner, public advertisement, special award, etc.
- 16.7 Determine a target date for a capital campaign initiative.
- 16.8 Emphasize endowment fund growth with a view toward a long-term target that ensures the school's permanence and affordability.
- 16.9 Gather all financial account information (i.e. endowment statements, checking, etc.) and have available for committee analysis. Discuss pooling resources together to gain economies of scale if the opportunity is available.



STEERING COMMITTEE

Special thanks to this group of people who worked tirelessly over the past two years putting this plan together.

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