

Catholic Identity

Goal 1 To promote the Catholic identity and preserve the history of BKHS

1. Celebrate the role the church plays in the daily life of our school and its students.
 - Development of a school crest
 - Diocesan Professional Development for Faculty
 - Ongoing Catechesis for faculty (OSG)
 - Faculty retreats
 - Freshman Retreat
 - Kairos Retreat Program
 - Marian Concecration – Faculty and Staff Included
 - Religious response of school at times of loss
2. Utilize traditional and social media to share news of the good deeds of students, alumni, and staff
 - Marketing committee and communications committee manage a regular schedule of press releases to traditional media re: good deeds of students, alumni, and staff
 - Communications department manages a monthly electronic newsletter to BK parents featuring timely news items including good deeds of students, alumni, and staff
 - Website features news items including good deeds of students, alumni, and staff
 - *The Avenue* continues to feature news of good deeds of students, alumni, and staff
3. Promote opportunities for parents to participate in the spiritual preparation of their children
 - Parents are made aware that they are welcome to attend daily Mass in the Bishop Paul Tanner Chapel
 - Parents of students attending Kairos retreats are invited to the closing Mass.

Additional Catholic Identity- Accomplishments not Included in Strategic Plan

- *Speakers brought to campus to address faculty on professional development days.*
- *Speakers brought to campus to address students*
- *Heightened mental health awareness- Minds Hearts & Souls Committee*
- *Adoration*
- *Confessions*
- *Hurricane Relief Collections*
- *Increased Thanksgiving Collections*

Goal 2 Emulate in word and deed the charisms of Bishop William J. Kenny

1. Promote the historical significance of Bishop William Kenny to students, parents, and alumni
 - **Front Office plaque introducing Bishop William Kenny**
 - **Classroom lesson and accompanying card about Bishop William Kenny distributed to all 9th grade students in conjunction with annual Founders' Mass.**
2. Establish a William Kenny Award to honor and recognize students who reach an exemplary level of service.
3. Create a historical archive of Bishop William Kenny and BKHS in the Demetree Learning Commons

- Plaque in Chapel about Bishop Paul Tanner

- Door Openers Plaque to Celebrate the first four classes of BKHS
- Archive Project - Ongoing

Campus Environment

Goal 1 Continually improve campus safety and security

1. Upgrade existing surveillance camera infrastructure.
 - Increased cameras on campus from 36 to 131

Goal 2 Develop short and long-term improvement plans for campus facilities and grounds

1. Identify and prioritize short and long-term physical plant and technology infrastructure needs.
 - Architectural review commissioned to address needs of: 100 building, locker rooms, administrative and business offices.
2. Renovate and modernize student and faculty restrooms in the 100, 200, 300, and 400 buildings.
 - 100 200 and 300 buildings Complete
3. Replace student and teacher classroom desks to support collaboration goals.
4. Enhance existing infrastructure and resources to support the STEM efforts of the school.
 - Robotics Lab created and updated
 - Mac Lab added
 - zSpace AR/VR laptop computers purchased to support STEM initiatives
 - AP Science Courses added to curriculum

Goal 3 Develop an environmentally sustainable and ecologically responsible plan for campus operations aligned with Laudato Si'

1. Purchase energy efficient appliances, lighting fixtures, and HVAC units in keeping with the BK Goes Green initiative.
 - Indoor and outdoor LED lighting installations as needed
 - Energy efficient AC units installed as needed
2. Implement a school-wide recycling program and complementary educational plan
 - Recycle Bins in offices and throughout campus

Campus Environment - Accomplishments not Included in Strategic Plan

Additional Items: Security

- Changed policy to require locked classroom doors
- Closed back entry gate during school day
- Football stadium bleacher safety upgrade
- Glass storefronts - 100 building
- Glass storefronts replace gates
- Increased fire/lockdown/active shooter etc. drills
- Keyless entries
- Outdoor building numbers
- Run hide fight training
- Stop the bleed training

- *Text A Tip Program*

Additional Items: Facilities and Grounds

- *Apple TV project complete in all classrooms*
- *Baseball complex improvements: wall and batting cages*
- *Beach Volleyball added as club sport*
- *(3) Beach Volleyball courts added to waterfront*
- *Cafeteria Update and Renovation*
- *Gymnasium Renovation (Inside)*
- *Gymnasium Restrooms Renovation*
- *Ongoing JSO campus review and procedures updates*
- *Life Safety Audit Complete*
- *Roof replacements*
- *Sailing Team added as club sport*
- *Server and switch replacements*
- *Softball complex improvements*
- *Telephone system replaced*
- *Tennis courts resurfaced, rescreened, refenced and new LED lighting added*
- *Track replaced*

Finance

Goal 1 Ensure the solvency of BKHS through goal-driven budgeting and sound fiscal management

1. Develop a 5-year financial plan with specific short and long-term goals.
 - **5-Year plan complete**
 - **Monthly internal review between Principal, Asst. Principal, Business Manager**
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2. Continue to invite and consider the input of the Advisory School Board and Finance Committee
 - **Chairman of the Finance Committee meets with Principal and Asst. Principal prior to Finance Committee meetings**
 - **Finance Committee of the Advisory Board meets prior to bi-annual Board Meetings**
 - **Principal meets with investment adviser twice annually to review investment portfolio**

Goal 2 Expand the information sharing process.

1. Publish an Annual Report
2. Promote the financial affordability of a Catholic secondary education

Leadership

Goal 1 Promote Leadership within Faculty and Staff

1. Identify and Prepare personnel for leadership opportunities.
 - Title II Funds Secured and Managed for ongoing faculty development
 - Title IV Funds Secured and Managed for ongoing faculty development
 - Private Funds from endowments managed for ongoing faculty development
2. Develop a financial plan and agreement for continuing education.

Goal 2 Redefine the role of the Advisory School Board

1. Formulate a selection process of board members.
2. Provide orientation and ongoing training.

Institutional Advancement

Goal 1 Position BK as the premier Catholic college-prep school in north Florida

1. Continue to focus on branding using approved logo and mascot.
 - Development of approved logos for athletics clubs and organizations
 - Consistent use of BK logo on expanded line of after-school and spirit wear, and other specialty advertising items available online and in Crusader Corner.
 - Increased presence via advertising
 - Increased circulation of giveaway items thru the feeder schools
2. Increase the presence of BKHS via social media and website
 - Branding Package Rollout
 - New Website
 - Addition of Communications Coordinator with focus on Social Media
 - Rollout of We Are BK Campaign

Goal 2 Admissions

1. Strengthen commitment to Financial Aid and Scholarship programs
 - BKHS Private Financial Aid Program
 - BKHS Privately Funded Named Scholarships (Full and Partial)
 - Family Empowerment Scholarship

- **Gardiner Scholarships**
 - **McKay Scholarships**
 - **Florida Tax Credit Scholarship**
2. Sustain community outreach to ensure a strong and diverse enrollment.
 - **Addition of STEAM Day as recruitment tool**
 - **Addition of BK Ambassadors**
 - **Crusader for a Day program enhancements**
 - **Expanded Discovery Day program**
 - **Expanded outreach to potential new families through Social Media**
 - **Finalsite website rollout for ease of browsing, online applications etc.**
 - **Outreach to other private and public schools to encourage visits to BK**

Goal 3 Fundraising Plan

1. Develop a plan for the next 5 years with a view toward the school's 70th anniversary.
 - **Examination of architectural proposals and associated project(s) costs to determine feasibility of a capital campaign**
 - **Rollout of Fund for BK**
 - **Rollout of Day of Giving**
2. Increase alumni, parent, and faculty giving to the Fund for BK
 - **Using consultant to target increased ask amounts**
 - **Day of Giving to encourage young alumni giving**
 - **Scholarships**
 - **Working with BK Boosters to enhance fund-raising**
 - **Auction- Online bidding**

Goal 4 Create additional revenue streams to support the Vision and Mission of BKHS

1. Disclose scholarship and other altruistic opportunities to potential donors.
 - **Cultivate donors who show interest in other giving opportunities on Fund for BKHS commitment forms**
2. Foster established relationships with alumni and parishes.
 - **Invite donors of \$1,000+ giving level to Benefactors Mass**
 - **Attend Door Openers Functions**
 - **Offering expanded social opportunities for alumni**
 - **Encourage more on-campus reunion activities**
3. Strengthen ties with current benefactors.
 - **Benefactors Mass**
 - **Christmas Cards**
 - **Invitation to Founders' Mass**
 - **VIC athletic admission cards given to supporters**

4. Continue to reach out to alumni and parents to ensure the continued success of special events.
 - **Social Media and electronic messaging about special events to alumni**
 - **Addition of online participation in the BK Boosters Auction**
 - **Encourage sponsors and donors from the alumni community**
 - **Encourage participation in the BK Boosters Golf Tournament**
 - **Encourage participation in the Michael John Lanahan, Jr. Memorial Golf Tournament**

Student Learning and Success

Goal 1 Expand curricular offerings to support a vibrant and competitive college prep school

1. Further develop STEM offerings and opportunities
 - **Addition of chalk.com for curriculum mapping**
 - **Addition of Planboard for lesson planning**
 - **BK Ambassadors program established**
 - **Clubs and Activities enlarged**
 - **Domestic and international travel opportunities**
 - **Upgraded version of Schoology**
2. Consider additional AP courses
 - **Addition of two academic honor societies**
 - **Increased AP offerings from 20 to 24 – AP Computer Science and AP Latin**
 - **Introduction of AP Capstone diploma program – AP Research in 2020-2021 school year.**
 - **Staffed Math lab- 3 days/week**
 - **Writing Lab- 1 day/week**

Goal 2 Increase the number of National Merit qualifiers.

1. Promote the benefits of the National Merit Scholarship Program.
 - **Addition of Khan Academy in 9th and 10th grade English and Math courses to enhance PSAT preparation**
 - **Director of the Dept. of School Counseling and Academic Dean held a meeting with the top 25 juniors based on last year's PSAT to discuss the benefits of the National Merit competition and ways to prepare.**
2. Explore ways to identify and encourage potential scholars.

Goal 3 Implement BK Goes Green, an interdisciplinary plan of environmental responsibility aligned with Laudato Si'.

1. Encourage faculty to identify existing teachable opportunities within our curriculum.
 - **Continued participation in the Envirothon**
 - **Proposed addition of Environmental Science**
 - **Raised Gardens Project Introduced -testing acidity of soil; plant-based research**

2. Promote service projects in support of *BK Goes Green*.
 - **Beach clean-up projects**
 - **A new environmental branch of the Science Club is designed to focus on improving conservation efforts at BK and in our community.**