



2021-2023

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# STRATEGIC PRIORITIES





# Onward, With Purpose

SJHS Strategic Priorities | 2021-2023

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# Message from the President

Dear Friends,

The past few years have been marked by tremendous growth for St Joseph High School, propelled by the strategic decision to secure an independent governing model. Recent programmatic enhancements across the academic curriculum, the strategic installation of new technology throughout campus, completion of the Health & Wellness Center, and the renovation of our gymnasium are just some of the milestones to be celebrated. These significant accomplishments provide exceptional benefit to the SJ community, most importantly our students, and are the result of careful consideration and planning initiated by the SJ Leadership Team and carried forward by the Board of Directors.

Ever mindful of the future success of our students, our community continues to make rapid progress to elevate the college preparatory learning experience at St Joseph High School. Harnessing the vibrant energy for growth, it is with great pride that I share with you the culmination of months of consultation, analysis, design, and collaboration in our two-year Strategic Plan. The 2021-2023 Strategic Plan serves as a framework for innovation while reaffirming our commitment to the St Joseph High School Mission.

Grounded in our Catholic Identity and Values, each subsequent priority serves to advance programs to best prepare our students for college and beyond. The Strategic Plan outlines specific areas of focus to include: Educational Programming, Enrollment Management, Institutional Advancement, and Facilities. As we prepare to implement this ambitious plan, we know that the key to St Joseph High School's success has always been our faculty, students, alumni, parents, grandparents, and friends – working together as one. We are confident and excited about the opportunities ahead, and certain that collectively, all of us at St Joseph High School will play an active role in attaining these strategic priorities.

With unceasing determination and optimism, together we will continue to make great strides toward achieving St Joseph High School's goals for the future. Thank you for your partnership and continued support as we advance onward, with purpose.

In Faith and Fellowship

David J. Klein  
President



St Joseph High School is an independent Catholic college preparatory community that educates and motivates young women and men to live purposeful lives as ethical leaders committed to the common good of all.





# Background & Context



During the 2020-21 school year, St Joseph High School engaged in the blueprinting process for forward progress. In order to collect sound, authentic feedback and guide the planning process, the school enlisted the assistance of the New England Association of Schools and Colleges (NEASC) as well as an education research firm, McGuire Associates. The Market Research project included a comprehensive stakeholder survey and subsequent focus groups of various constituents within our community. The research effort was also inclusive of competitive and educational landscape analysis, market segmentation, and demographic trends. The wealth of information uncovered in this exercise was analyzed and discussed thoroughly to develop a plan of action for different areas of growth.

Led by President David Klein, collaborative discussions took place across all school departments and strategic priorities began to emerge. These priorities were then developed to provide a long-term view of future progress created through a highly inclusive and participatory process. Additionally, internal short-term goals were identified to outline specific initiatives, action plans, and immediate priorities.

Each of the four strategic priorities outlined within these pages are grounded in Catholic Identity and Values and are designed to make St Joseph High School a stronger, more accessible, better-resourced, and sustainable home for our most important stakeholders - our students.



## Strategic Priority

# Catholic Identity & Values

## STRATEGIC PRIORITIES BASED IN CATHOLIC IDENTITY & VALUES

St Joseph High School's strong Catholic Identity serves as a guiding influence within each of the Strategic Pillars outlined hereafter. We will demonstrate our Catholic values through service, faith formation, and leadership opportunities for all members of the St Joseph High School Community. It is our mission to ensure that all graduates hold a moral compass that places God's love, human decency, and goodness above all else.

### PRIORITIES

- **Create Meaningful Service Opportunities**
- **Implement a Mission Driven Approach to Faith Formation**
- **Examine Contemporary Issues With Love and Understanding**
- **Strengthen Our Culture in Pursuit of Virtue**







## Strategic Priority

# Educational Programming

## A COLLEGE PREPARATORY EDUCATION FOR LIFE

St Joseph High School attracts and retains passionate educators who inspire life-long learning through rigorous, multidimensional, and diversified instruction. We expect our faculty to cultivate students' intellect through challenging academics, enliven students' spirituality through faith, encourage students to discover their talents, and guide students to become young people of integrity. As we continue to elevate our academic offerings and refine our instructional practices, we are committed to each student's preparation for college and life beyond.

## PRIORITIES

- **Rigorous Academic Program Evaluation**
- **Enhance Four-Year College Preparation Initiatives**
- **Elevate Educational Technology and Resources**
- **Create Collaborative Programs for Athletics and Co-Curricular Activities**
- **Strengthen the Recruitment and Retention of Faculty and Staff**





## Strategic Priority

# Marketing & Enrollment Management

## A COMMITMENT TO THE LEGACY OF EXCELLENCE

The Marketing & Enrollment Management (MEM) team is committed to a strategic, tactical approach to advancing St Joseph High School's position and longevity within the Catholic College Preparatory marketplace. The MEM team possesses a keen understanding of industry challenges, the latest consumer behaviors, potential impact of demographic change, and the need to compete more effectively for talented students. Sustaining the school's enrollment of outstanding, diverse, and accomplished students remains the team's core intention, while the credibility and recognition of the school's brand and value proposition secures the fundamental marketing strategy.

## PRIORITIES

- Engage in a Strategic Enrollment and Retention Plan
- Increase Reach and Elevate Brand Awareness
- Analyze Enrollment Trends to Position St Joseph High School for Future Success
- Enhance Accessibility Through the Allocation of Tuition Assistance







# **CULTIVATE A COMMUNITY OF SUPPORTERS**

The Office of Institutional Advancement is dedicated to executing the mission of St Joseph High School while providing expertise and leadership in securing private and public financial resources. The Advancement team guides fundraising to support special projects, the annual fund, student scholarships, the endowment, and other campaign initiatives. The engagement of our Alumni is paramount to our mission, sustainability, and multi-generational growth and success.

## **PRIORITIES**

- **Strengthen Donor Engagement and Cultivation**
- **Expand Alumni Connection and Communication**
- **Optimize Fundraising Initiatives**
- **Attract Scholarship Funds to Support Tuition Assistance for Our Students**







## Strategic Priority

# Facilities & Technology Infrastructure

## CREATE AN EXEMPLARY CAMPUS LEARNING ENVIRONMENT

St Joseph High School will begin the process of a long-range School Facilities Assessment Plan to best determine our school's current and future needs and guide the investment of our resources. This School Facility Assessment Plan will include evaluation of the condition of our facilities, capacity of our school, and construction projections within our boundaries. In collaboration with the Information Technology Department, an IT framework will be determined to promote the technological advancement of our school.

### PRIORITIES

- **Commission a Comprehensive School Facilities Assessment Plan**
- **Refine and Implement High Priority Projects**
- **Evaluate Technology Infrastructure**







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