

STRATEGIC PLAN
2021-2026



Called and Chosen 

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"Though many are called, few are chosen" - Matthew 20:16

Dear Newman Family,

We are excited and honored to present **Called and Chosen 2021-2026**, a Strategic Plan for Newman Catholic Schools that we have prepared in conjunction with the canonization of our system patron, St. John Henry Newman. Our vision for the future has been prayerfully and thoughtfully considered, resulting in a comprehensive five-year plan that preserves and builds on our legacy of educating a community of believers, learners, and friends in the Catholic education tradition, while presenting a forward-thinking vision for the future. This endeavor, chaired by Mr. Rick Svennes and guided by our former President, Mike Martin, sought the input of the entire Newman community at all levels, from our newest families to our oldest alumni, along with our faculty, staff, pastors and their pastoral councils, the Newman Catholic Schools Education Commission, the Diocese of La Crosse, and friends of Newman Catholic Schools to envision the goals we need to accomplish as the Newman Catholic Schools of tomorrow.

We are grateful to Bishop William P. Callahan, to all of the Wausau Deanery pastors and associate pastors, their supporting parishioners, to the Newman Catholic Schools Education Commission and to the entire Newman Catholic Schools family. In a particular way, we want to thank the members of the Steering Committee, the domain members, our consultants and facilitators from Partners in Mission, and to all who attended the weekend retreat. This endeavor could not have moved forward without the commitment of many dedicated individuals who elected to accept the call to give of their time and abilities towards strengthening Catholic education in Wausau.

Newman Catholic Schools continues to be blessed by many who give so generously of their time, talent, and treasure. We hope that past, present, and future members of our community will read this plan and identify areas where you can add to our adventure in excellence. We have a shared obligation to give of ourselves in order to help achieve the many goals we set forth here. We remain committed to partnering with each of you to bring this plan to fruition. May we continue to join our families, parishes, and the Diocese of La Crosse to work together as believers, learners, and friends as we are all **Called and Chosen** in our community.

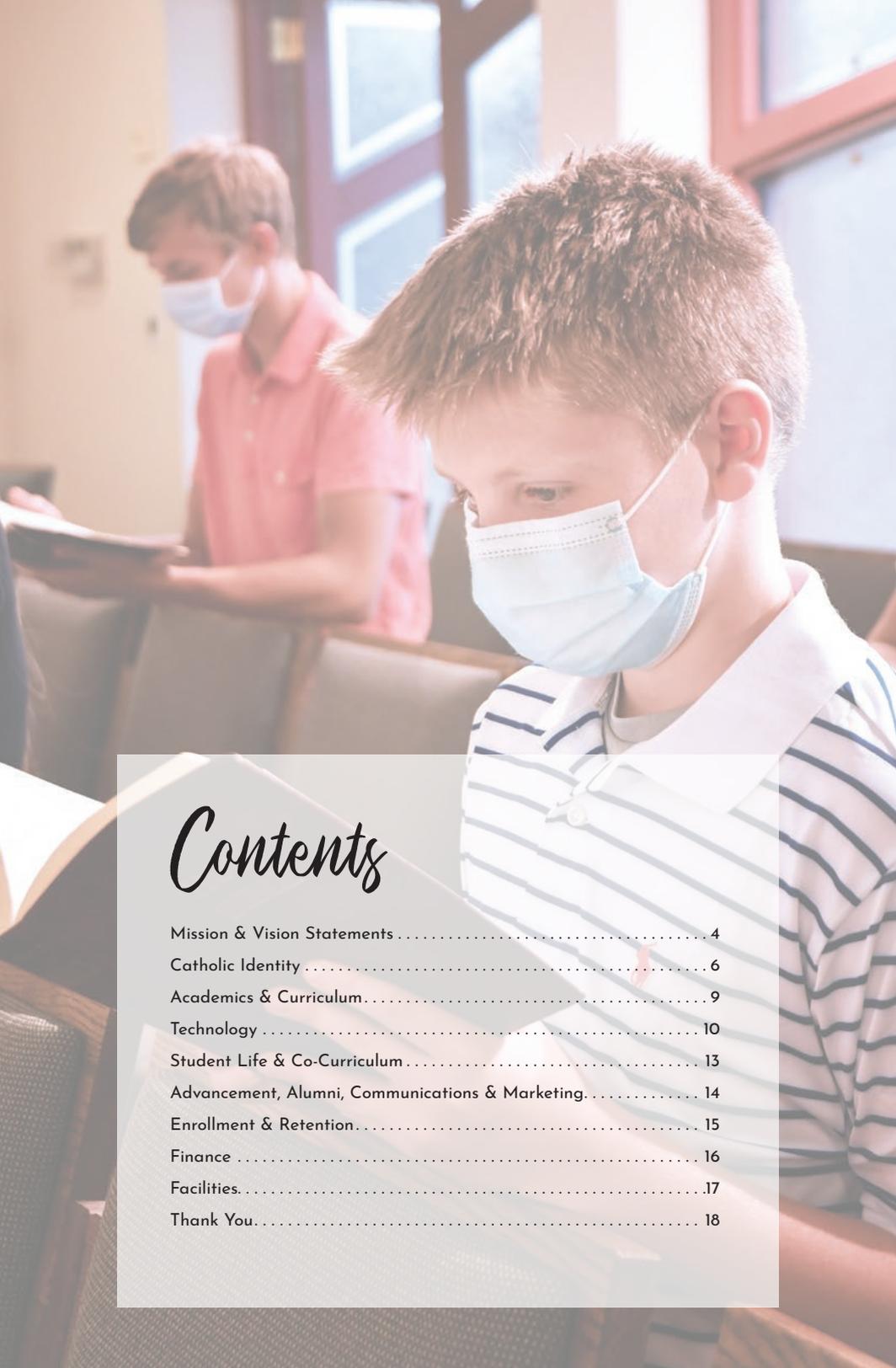
Sincerely in Christ,

Rick Svennes

Strategic Steering Committee
Chairman
Education Commission
Chairman

Jeff Gulan

President
Newman Catholic Schools



Contents

Mission & Vision Statements	4
Catholic Identity	6
Academics & Curriculum	9
Technology	10
Student Life & Co-Curriculum	13
Advancement, Alumni, Communications & Marketing	14
Enrollment & Retention	15
Finance	16
Facilities	17
Thank You	18

OUR MISSION

Newman Catholic Schools promotes Catholic Faith, service, and academic excellence to cultivate a deep relationship with Jesus Christ and to become lifelong learners and disciples.

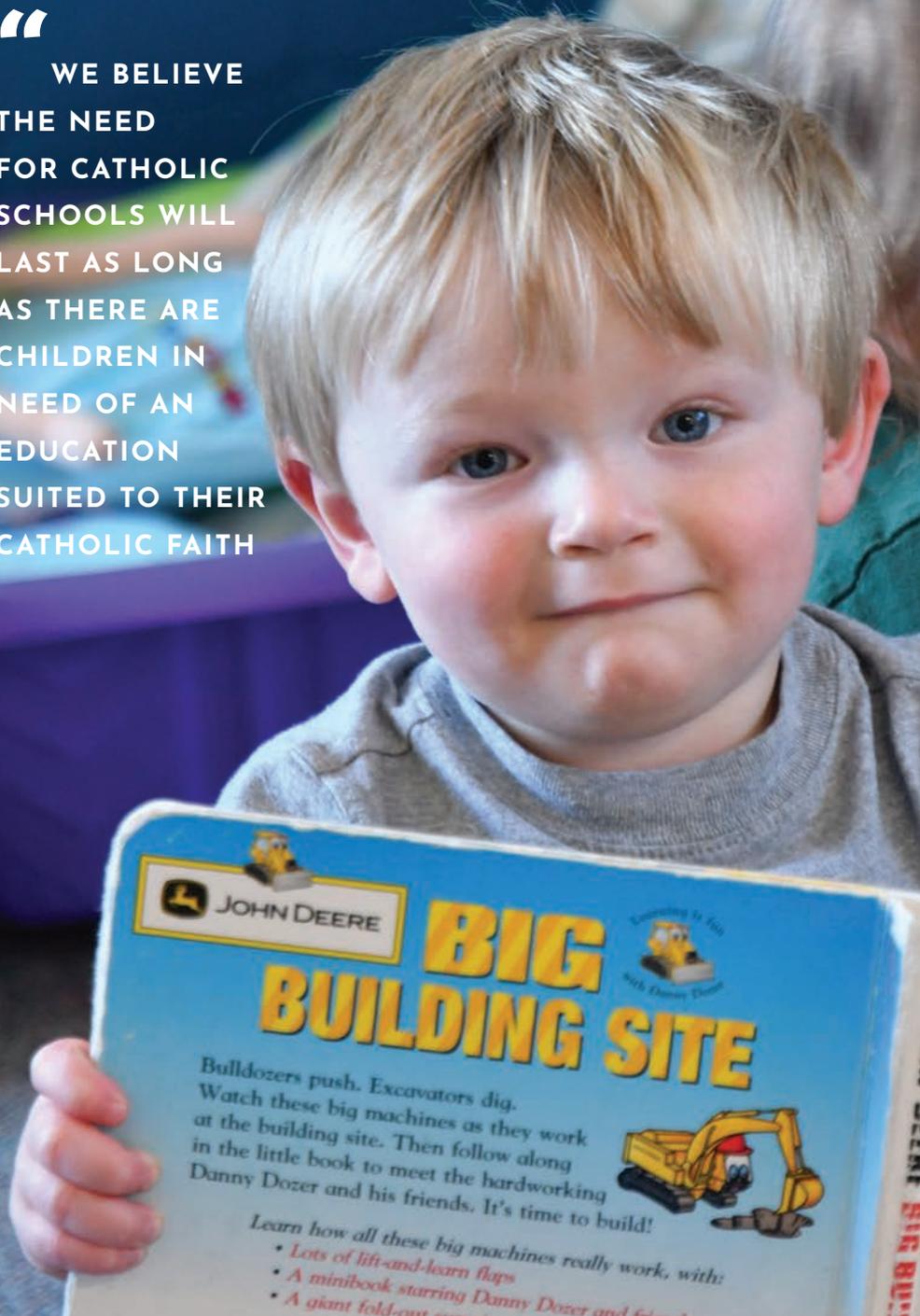
A series of overlapping, wavy blue lines in various shades of blue, creating a sense of movement and depth across the middle of the page.

OUR VISION FOR THE FUTURE

Newman Catholic Schools will be the choice for a Catholic Education built on academic excellence, strong community and a deepening relationship with Jesus Christ.

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WE BELIEVE
THE NEED
FOR CATHOLIC
SCHOOLS WILL
LAST AS LONG
AS THERE ARE
CHILDREN IN
NEED OF AN
EDUCATION
SUITED TO THEIR
CATHOLIC FAITH



MISSION AND CATHOLIC IDENTITY



The Mission and Catholic Identity Domain identified the following as areas for growth:

- Increased engagement with parishes
- Review, align and promote the mission
- Align mission with hiring and all decision making
- Address the revolving door of Chaplains
- Adopt National Standard and Benchmarks for Catholic Schools
- Evangelization of parents

GOAL

Newman Catholic Schools cultivates a desire for a deeper relationship with Jesus Christ, leading to lifelong discipleship through the tradition and teaching of the Catholic Church.

- Align and promote the mission and vision statements across Newman Catholic Schools
- Provide system-wide opportunities for spiritual formation for faculty, staff, students, and parents in collaboration with local parishes
- Increase engagement with parishes





ACADEMICS AND CURRICULUM

The Academics and Curriculum Domain identified the following as areas for growth:

- Catholic identity woven throughout curriculum
- Increased rigor and system-wide alignment of curriculum
- Meaningful professional development, teacher evaluation, and faith formation
- Competitive salary and compensation for teachers

GOAL 1

NCS will nurture students' individual abilities and foster excellence in effort from each student through a rigorous curriculum taught by faculty committed to best practices.

- Provide differentiated instruction at all levels/subjects to address individual learning styles
- Provide professional learning opportunities to staff on a regular basis
- Develop standards-based curriculum based on rigorous outcomes
- Support teachers through frequent observation and coaching to develop best practices

GOAL 2

NCS will continue to recruit and retain a strong and dedicated faculty by offering just and competitive compensation along with ongoing faith and professional formation.

- Provide a just and competitive wage
- Provide ongoing faith formation

GOAL 3

NCS will promote an academic environment that instills within our students the ability to discern, to analyze critically, and to confront and address complex realities guided by the Gospel and Church teaching.

- Improve Catholic Identity throughout the system
- Train teachers in faith-infused curriculum

TECHNOLOGY

The Technology Domain identified the following as areas for growth:

- Implementation of technology committee with expertise on emerging technologies, purpose and best practices
- Develop technology plan that addresses distance learning, artificial intelligence, emerging technologies
- Strengthen understanding of the purpose of technology (instruction and administrative systems)
- Address lack of technology professional development
- Strengthen technology performance in terms of reliability, consistency, and up-to-date/upgrades
- Develop a Digital Citizenship policy for students

GOAL 1

Newman Catholic Schools is committed to technology which embraces the input of all stakeholders.

- Create a technology committee with expertise on emerging technologies, the purposes and best practices in order to ensure reliability, consistency, and up to date/upgrades
- Increase awareness and understanding of the purpose of technology, current capabilities and limitations for both instruction and administrative systems

GOAL 2

Newman Catholic Schools will meet current and future technology needs of all stakeholders.

- Develop a Technology Plan to address distance learning, artificial intelligence, and emerging technologies
- Offer professional development for all teachers and staff

GOAL 3

Newman Catholic Schools recognizes the reality and importance of Digital Citizenship. We will ensure technology use is grounded in our Catholic values.

- Develop a technology use policy for students that includes Digital Citizenship; concepts to help teachers, technology leaders and parents understand what students should know to use technology appropriately
- Engage experts to provide digital awareness as part of a larger educational program that teaches students and parents to use technology safely and responsibly





STUDENT LIFE AND CO-CURRICULUM

The Student Life and Co-Curriculum Domain identified the following as areas for growth:

- Catholic Identity needs to be a component in every activity
- Embracing system-wide need for education on Social & Emotional Learning
- Increase student pride and sense of community
- Outreach opportunities through parish liaison
- Create mentoring/leadership opportunities
- Lacks opportunities for non-athletic activities
- Need Booster Club to support all activities

GOAL

Newman Catholic Schools will provide opportunities that support every student's unique journey towards a Christ-centered life.

- Provide experiences and resources that will enable the social and emotional growth of students
- Offer experiences and resources that will support the moral development of students
- Develop a comprehensive Freshman Year Experience Program
- Host college and career fairs annually
- Advising students and parents on the latest trends in college applications and admissions practices
- Provide students with opportunities to participate in a coordinated and progressive arts curriculum
- Support new initiatives for activities, clubs and athletics
- Foster programs to provide continuing education opportunities for fine arts teachers and coaching staff

ADVANCEMENT, ALUMNI, COMMUNICATIONS, AND MARKETING

Advancement & Alumni:

- Implement a donor-centered Advancement plan and donor-appreciated culture to ensure financial diversification, growth and sustainability
- Invest in database management system for capturing & managing key constituent contact information, specifically donors and supporters
- Increase participation and donations/funding from alumni and alumni parents through enhanced engagement

Marketing & Communication:

- Encourage parishes to adopt Newman as their ideal model of Catholic education of the whole person and promote Catholic education as an investment in our Catholic community
- Develop and fund a more robust media plan for communicating our Catholic identity, key value propositions and key differentiators
- Develop a creative and consistent social media plan
- Develop key metrics and processes to assess and measure our key performance indicators (KPIs)

GOAL

NCS system will build a culture of engagement and stewardship to create viable, diverse, and sustainable revenue streams for financial health.

- Develop and implement advancement plan focused on diversifying and increasing funding sources
- Collaborate with Enrollment and Retention team to understand the enrollment plan (their goals, expectations, audiences)
- Capture and manage key constituent contact information, specifically donors and supporters through investments in database management systems and other similar tools
- Increase alumni and alumni parent engagement in order to steward alumni participation and investment at all levels

GOAL (continued)

- Engage and collaborate with parishes to determine how we might partner more effectively to encourage NCS as the ideal model of Catholic education of the whole person and promote Catholic education as an investment in our Catholic community
- Develop a more robust media plan for communicating our Catholic identity, key value propositions and key differentiators
- Develop a creative and consistent social media plan
- Develop key metrics and processes to assess and measure our key performance indicators (KPIs)

ENROLLMENT AND RETENTION

The Enrollment and Retention Domain identified the following as areas for growth:

- Making retention of current students a priority
- Need to increase enrollment at all levels through better promotion and understanding of Newman's unique values; Catholic identity, opportunities/engagement, service to community, post-secondary prep

GOAL

NCS will increase enrollment and retention in a Christ-centered learning environment for all students.

- Measure stakeholder satisfaction bi-annually. Develop process to incorporate feedback into planning
- Develop and implement a system-wide Enrollment and Retention Plan
- Set attainable and realistic enrollment and retention goals



FINANCE

The Finance Domain identified the following as areas for growth:

- Establish a foundation for increased giving opportunities
- Increase additional revenue streams
- Increase teacher salaries
- Improve communication and transparency with donors and parishes
- Address school investment from parishes
- Maximize Wisconsin Parental Choice Program (WPCP) opportunities

GOAL

Newman Catholic Schools will grow its resources and weigh its needs to strengthen and sustain long-term financial health.

- Explore alternatives to determine the best options for ensuring long-term financial viability of Newman Catholic Schools
- Study the successes and failures of other unified school systems within the Diocese of La Crosse related to financial methods and activities
- Evaluate alternatives to diversify all funding sources to provide ongoing, consistent revenue streams
- Partner with the Academics and Curriculum domain to evaluate how to incorporate stewardship discussions, expectations, and education into the curriculum at all NCS levels
- Provide consistent financial transparency to stakeholders ensuring appropriate levels of information are provided based on audience
- Provide financial information which includes delineation by fund and differentiates between restricted and unrestricted funds



FACILITIES

The Facilities Domain identified the following as areas for growth:

- Need to create a multi-year facilities plan
- Need to create building-use agreements with parishes
- Need to review and update security, safety, ADA, etc.
- Better utilized the Rudolph Environmental Center
- Need to increase technology infrastructure
- Need to consider green/environmental opportunities

GOAL

Newman Catholic Schools will partner with parishes to ensure optimal utilization of facilities, while ensuring a safe, accessible and comfortable educational experience.

- Create a parish use agreement template
- Identify specific security and safety needs
- Research and consider feasible green environmental opportunities





Newman Catholic Schools extends our sincere gratitude and appreciation to the many individuals who contributed time and talent to the Strategic Planning Process and our Strategic Planning Weekend Retreat.

We could not have been successful without your efforts.

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