

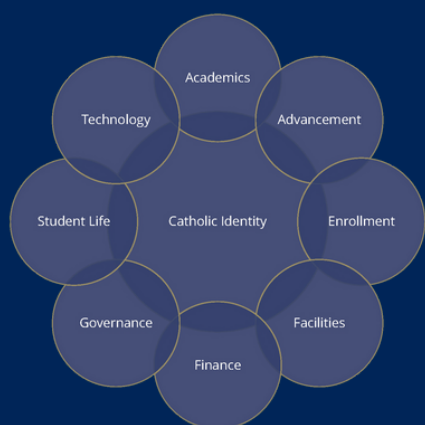
# How Junipero Serra High School created a transformational 5-year strategic plan and raised \$23M in four months during a pandemic!

Partners in Mission Partnership

## At a glance

Junipero Serra High school leadership demonstrated resilience and unparalleled professionalism during a pandemic to define a bold 5-year vision. The community responded with unwavering support by donating over \$23 million in the first four months of their capital campaign to help fund the strategic plan.

**Officially kicked off in January 2020 with 30 alumni, parents, faculty, staff, and community members. Volunteers divided into nine domain areas and have continued to successfully implement the plan.**



## CHALLENGES

Covid presented a huge challenge! It was difficult to adapt to changes that seemed to be happening every day while at the same time, collectively anticipating and defining the needs of the community for the next five years. Junipero Serra High School and Partners in Mission embraced the spirit of Siempre Adelante - Always Forward - and successfully developed and began the implementation of the five-year transformational strategic plan.

## APPROACH

Our partners facilitated the process to develop a strategic steering committee and engage a multitude of stakeholders to set the strategic direction. We worked with Serra to generate community support while constructing a collective and authentic vision. In doing so, we gave ownership to those invested in the outcome. The committee and community members analyzed and assessed what Serra did well, and identified and prioritized areas of improvement to become more dynamic and successful moving forward.

## OUTCOMES

1

### A 5-Year Strategic Plan

Junipero Serra has a 5-year plan which outlines several improvements that will affect the daily lives of its students. Technology improvements will create a state-of-the-art environment that will put the school at the forefront of innovative learning right in the heart of Silicon Valley. The school also launched the Serra Parent Ambassador Program which will have a significant impact on the engagement of current parents in both the life of the school and their sons.

2

### Always Forward: The Campaign for Junipero Serra High School

Junipero Serra launched a capital campaign to raise \$32 million. These funds will support The Center for Learning and Innovation, Endowment, and The Padre Fund.



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### Barry Thornton, President - Junipero Serra High School

We could not be more pleased with our collaboration with the Partners in Mission team. Kathleen Casey skillfully guided us through our first comprehensive Strategic Plan in over 10 years. We continued our relationship with Chris Hagerty and Larry Furey in executing a feasibility study - leading immediately into a capital campaign. This partnership has resulted in a clear strategic vision, buy-in at all levels of the school, and an energized community that has supported the campaign at a pace far exceeding our expectations.

Conference  
Attendee

Ongoing  
Counsel

Strategic  
Planning  
Counsel

Capital  
Campaign  
Feasibility  
Counsel

Capital  
Campaign  
Counsel