

ADVANCEMENT UPDATE

Charting a New Course

St. Joseph Catholic School will begin to chart a new course for our future. **School leaders are focusing on the need to plan on how we can develop more resources; attract and retain more families; communicate better; and, invite, involve and engage more people into our Faith Community.** During the next 6-12 months, we will be *inviting hundreds of people* to help us create a Strategic Plan for Development. We will be utilizing a proven process by national expert in school advancement, the Institute for School and Parish Development (ISPD). ISPD, headquartered in the Greater New Orleans Area, is a national development consulting firm that works exclusively with Catholic schools, parishes, and dioceses throughout the country. Our Director of Marketing and Advancement, Mrs. Emily Hagen, has completed this proven process with a prior Catholic School and she, along with the expertise of ISPD will help to guide us through our planning and people engagement processes.

As we begin this new chapter in our history, the theme that we will follow is: in order to create the plans and strategic initiatives for the future of our Catholic school, we will reach out to our entire community and invite your input and best wisdom. Your recommendations will certainly be considered as we chart a new course for the future.

There will be many opportunities available for everyone to help us create a dynamic new way to better develop and advance our Catholic school.

GETTING STARTED

The process has already begun. School leadership will begin the process of assessing our present situation in six areas:

1. Communication
2. Marketing
3. Fund-raising
4. Alumni involvement
5. Enrollment management
6. People engagement

The first step has already been completed with your help. We completed a school-wide survey in the Fall of 2020 that invited parents, faculty/staff, student leaders, alumni, parishioners, and others to offer their input.

Our school, along with the 14 other Catholic Schools in the Diocese of Superior, have also been meeting for the last few months. These meetings will help aid in our own advancement efforts as well as assist the other schools in the Diocese.

THE CORE TEAM

We will be forming a Development Core Team to lead this process. These volunteers will represent many areas and interests of our Catholic school. **The Core Team will be committing themselves to help give their best direction and guidance to St. Joseph Catholic School and will work closely with our Director of Advancement, our Pastors and Principal to facilitate our process.** Personal invitations will be extended to many people in our community, following the Lenten season, to be a part of the **Core Team**.

