



Berks Catholic High School

God, Family, Academics, Fun

Long-Range Strategic Plan

2019 – 2020 Strategic Plan Summary

Message from the Board Chair and Principal

November 30, 2019

Dear Berks Catholic Family and Friends,

It is with pleasure that Berks Catholic can announce that our school has completed its newest strategic plan. The plan will focus on school years from 2019-2024.

All strategic plans are put in place after much self-study in order to focus an organization on its future. After months of self-study and in collaboration with alumni, parents, teachers, staff, board members, and students, Berks Catholic has identified several key ways in which to guide our school to be able to take it to the next level. These are areas that will continue to guide our school and specifically our students, helping them to meet the goals set forth in our mission.

A strategic plan is a live and working document. It contains goals and action plans for each objective with specific benchmarks set for each year. Over time, goals may change or be adjusted to meet our needs in an ever-changing world.

We are very proud of the collaboration and the goals set forth in the new plan. Working together with all our stakeholders will ensure that our school remains second to none.

May God Bless you and your families, and Go Saints!

Steve Snyder
Board Chair
Berks Catholic High School

Alice Einolf
Principal
Berks Catholic High School

Mission Statement

Berks Catholic High School is centered on the four pillars of God, Family, Academics, and Fun. As a vibrant Christ-centered community, the Administration, Faculty and Staff are dedicated to providing a challenging academic environment for a diverse population of young men and women. Through Christian principles rooted in the Catholic tradition, we strive to positively impact our students spiritually, intellectually, socially, physically, and emotionally, so they can live productive lives of service in this world and attain eternal life.

Beliefs

Berks Catholic High School believes that Jesus is the heart of who we are and all that we do.

Berks Catholic High School believes that service is rooted in the commandment of Jesus to love one another.

Berks Catholic High School believes that a diverse Catholic school community is a gift to be celebrated.

Berks Catholic High School believes that parents and guardians are the primary educators of their children, and the school partners with them to extend the academic and faith formation of the students.

Berks Catholic High School believes that a quality faculty is integral to the success of the school because the administrators and teachers are the facilitators of learning who impart Christian values through daily interaction with the students.

Berks Catholic High School believes in a comprehensive curriculum designed to prepare young minds to meet the demands of a challenging 21st century.

Berks Catholic High School believes in a varied extracurricular program designed to engage students to use their God-given talents and encourage spiritual growth through teamwork.

Why Berks Catholic High School

Through the education we deliver and the ethics we demonstrate, our students are learning to change the world.

Vision of the Future

We aspire to be the premier high school in Berks County. We are dedicated to the highest level of education, rooted in Gospel values. Our student body is diverse, compassionate, and enthusiastic. When our students graduate, they join thousands of alumni, supporters, and donors committed to ensuring the sustainability of their alma mater so that future generations can learn to change the world as they have.

Long-Range Strategies

Berks Catholic has identified four core strategies it will implement as it fulfills its mission, achieves its vision, and delivers on its promises to its key stakeholders. These strategies are:

Berks Catholic High School will enhance its current academic excellence and student experience to ensure:

- **Our students are STEM-ready for any future they pursue following graduation.**
- **Our students receive the learning support they need to excel now and into their future learning activities.**
- **Our students graduate as enthusiastic alumni.**

2019 – 2020 Objectives

- Integrate STEM content into our Freshman Computer Literacy class. Refocus the class on increased hands-on activities.
- Develop and implement an initiative to better support non-Aquinas students to ensure they thrive at Berks Catholic.
- Create an activity and club visitation program during Freshman orientation to recruit new students into those activities and clubs.
- Conduct a comprehensive study to determine how we can positively impact student engagement.

Berks Catholic High School will grow to 900 students in 2025 by:

- **Increasing our focus on Partner Schools with a special effort on building a “bridge” from these schools to ours.**
- **Engaging young alumni whose children are approaching school age.**
- **Launching an active campaign focused on PREP students.**
- **Expanding our marketing to the public-at-large.**

2019 – 2020 Objectives

- Assess our current message strategy and marketing activities to promote the value and benefits of a Berks Catholic education. Increase our marketing and promotion of our integrated curriculum as a pathway to future STEM-readiness.
- Capture 72 percent of partner school graduates.
- Recruit 10 PREP students into Berks Catholic.

Berks Catholic High School will increase its capacity to raise funds to:

- **Create accessibility for families of all income ranges.**
- **Support the school’s growth strategies.**

2019 – 2020 Objectives

- Build our development capacity to raise the funds needed to achieve our strategies as detailed in this strategic plan.
- Increase alumni giving to six percent (from four percent) in 2019 – 2020.
- Continue our “routine” development activities.

Berks Catholic High School will invest in its faculty, staff, and administrators to:

- **Enhance our academic excellence.**
- **Remain current with evolving educational trends and tools.**
- **Ensure a compelling total compensation and benefits package.**
- **Graduate students prepared to change the world.**

2019 – 2020 Objective

- Focus on two initiatives in 2019 – 2020 that will support our faculty, staff, and administrators.

Critical Measures of Success

In order to evaluate the effectiveness of and progress toward its long-range strategic plan, Berks Catholic High School will measure and track the following *Critical Measures of Success*. The results will be reviewed by the leadership team on a regular basis.

Enhance academic excellence and the student experience

- Percent of student matriculating to their chosen next step
- Student Net Promoter Score

Grow student body to 900 students

- Number of students attending BCHS
- Number of students from partner schools
- Number of students from PREP programs
- Number of students from the community-at-large
- Number of international students

Raise funds to support families and strategies

- Total dollars raised
- Dollars raised to provide financial support to families
- Dollars raised for special strategic projects
- Percent of alumni contributing to BCHS
- Number of deferred gift intentions reported

Invest in faculty, staff, and administrators

- Total dollars invested in faculty, staff, and administrators
- Number of activities conducted to support faculty, staff, and administrators
- Percent of faculty, staff, and administrators participating in support activities
- Percent turnover:
 - Faculty
 - Staff
 - Administrators
- Employee Net Promoter Score (eNPS)