



# St. Luke Catholic School

## Five-year plan 2013-2018: Development

<b>Goal 1: Develop a Marketing Plan to publicize and promote St. Luke Catholic School.</b>		
<i>Objective 1: Update website.</i>		
<b>Action Steps</b>	<b>Person Responsible</b>	<b>Timeline/Evaluation</b>
1. Mobile App site format; categorize information for quick viewing.	Technology Consultant, School Office Personnel	Spring 2013; completed
2. Enhance presentation.	Technology Consultant, School Office Personnel	Spring 2013; completed; on-going
3. Revise format of the Parent-Student Handbook, curriculum and instruction, and extracurricular activities.	School Office Personnel	Spring 2013; completed; on-going
4. Include photos of students, activities, community events.	School Office Personnel	Spring 2013; completed; on-going
5. Maintain website in a timely manner.	School Office Personnel	Spring 2013; on-going
6. Go <i>Green</i> for weekly communication; post link to St. Luke Light	Administration	Fall 2014; completed
7. Consider posting comments from parents approved by the administration.	Administration	Spring 2016
<i>Objective 2: Develop a new brochure and parent packet that highlights features of the school.</i>		
<b>Action Steps</b>	<b>Person Responsible</b>	<b>Timeline/Evaluation</b>
1. Include photos of computer labs, early childhood playground, gym, parish hall; photos of students at work and play; emphasize community and family events and extracurricular activities.	School Council Dev./Marketing Committee, Administration	Spring 2014; update annually as needed; new brochure needed; in-process
2. Develop new Prospective Parent Packet with detailed information about St. Luke School.	School Council Dev./Marketing Committee, Administration	Fall 2015; in process



**Objective 3: Advertise St. Luke's via the media for special celebrations and events.**

<b>Action Steps</b>	<b>Person Responsible</b>	<b>Timeline/Evaluation</b>
1. Contact the news media for service projects during Catholic Schools Week and other extraordinary community events.	School Council, Administration	Fall 2013; on-going
2. Place ads in the San Antonio Express-News, Today's Catholic, San Antonio Magazine, Kid's Magazine, etc. regarding registration, special projects and events.	School Council, Administration	Fall 2013; on-going, in selected periodicals
3. Pursue other avenues of dissemination to advertise and highlight the good deeds of St. Luke Catholic School.	School Council	Spring 2014; on-going

**Goal 2: Create a process of sustainable annual development to meet the financial needs of expanding programs and enhancements for St. Luke Catholic School.**

**Objective 1: Hire a part-time Development Director.**

<b>Action Steps</b>	<b>Person Responsible</b>	<b>Timeline/Evaluation</b>
1. Investigate the possibility of hiring a part-time Development Director without increasing tuition to cover the cost. (Perhaps the salary could be based on a percentage of funds awarded via grants.)	Administration, School Council Consultant	Spring 2016
2. Director to be responsible for writing grants and establishing alliances with various organizations and key individuals for long-term relationships that will ultimately benefit the school.	Administration	Fall 2016
3. Director to be responsible for exploring and establishing new and family-oriented community events that will further build community and generate funds.	Administration	Fall 2016
4. Investigate the possibility of a Sunday collection specifically targeted to fund special projects related to the school.	School Council, Administration	Fall 2016



*Objective 2: Investigate foundations and organizations that provide funding for special projects in education.*

<b>Action Steps</b>	<b>Person Responsible</b>	<b>Timeline/Evaluation</b>
1. Identify school funding needs; generate plan and timeline	School Council, Administration	Fall 2015
2. Pursue Archdiocese for list of foundations that grant money.	School Council, Administration	Fall 2015; on-going
3. Investigate other local organizations that might fund Catholic education; ensure that the organizations are not in conflict with the teachings of the church.	School Council, Administration	Fall 2015; on-going
4. Initiate communication with organizations and key individuals.	School Council, Administration	Fall 2015; on-going
5. At the beginning of each school year, depending on personnel and time, it should be determined how many and which grant applications will be pursued during the course of the year.	School Council, Administration	Spring 2016; on-going
6. A report to the School Council on significant progress will be made.	School Council, Administration	Spring 2016; on-going



*Objective 3: Establish a “Brighter Day Fund” for families with a short-term financial need due to unforeseen circumstances.*

<b>Action Steps</b>	<b>Person Responsible</b>	<b>Timeline/Evaluation</b>
1. Form a committee of parents (2) and teachers (2) to establish objectives of the fund and guidelines on the distribution of funds.	Administration	Spring 2016
2. The committee, in conjunction with the School Council, will establish an annual fundraising event to raise funds via, parents, parishioners, alumni, and local businesses; lead persons will coordinate the event.	School Council, Brighter Day Fund Committee, and Administration	Fall 2016
3. Funds raised will be placed in a trust.	Administration, School Financial Officer	Fall 2016
4. The administration will review the financial need of families applying for funds and distribute the funds according to the established guidelines.	Administration	Spring 2017; as needed