

Three-Year Strategic Plan

2016-2019

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Brief History of School

St. Mary Academy was established in 1963 as a first-through-eighth-grade Catholic elementary school. Later, preschool and kindergarten classes were added.

In 1992, St. Mary became a preschool-through-fifth-grade school as they moved their sixth, seventh and eighth grade classes to St. Stephen Parish to be a part of a new school, McCormick Catholic Academy.

McCormick Catholic Academy opened in August 1992, with 77 students. The school was named after Rev. Msgr. E.J. McCormick who was the longtime pastor of St. Stephen Parish (1925-1960) and a great supporter of Catholic school education and children.

Following a decline in enrollment partially as a result of St. Joseph School's closing, on March, 21, 2007, Cardinal Adam Maida, Archbishop of Detroit, gave approval for the merger of McCormick Catholic Academy with St. Mary Academy into one, parish-based school entity. After much planning and hard work on a capital campaign, four classrooms were added to the original St. Mary Academy. The Academy then became St. Mary/McCormick Catholic Academy in October 2007.

Mission Statement

The mission of St. Mary/McCormick Catholic Academy is to provide a safe learning environment which fosters academic excellence and spiritual growth in the Catholic faith - mind, body and soul.

Introduction

St. Mary/McCormick Catholic Academy is a parish based school, fulfilling the desire of St. Mary Parish families to provide a very high quality Catholic education for the children of the community. To accomplish our mission, St. Mary/McCormick Catholic Academy provides an academically-rigorous, nurturing, and supportive learning environment using traditional and 21st Century best practices and following guidelines of the Archdiocese of Detroit. Moreover, we integrate the teachings, traditions, virtues, and values of our Catholic faith into the spiritual, intellectual, social, and physical development of all our students. With this faith foundation and passion for excellence, our students will be able to make a difference in the world around them as witnesses for our Lord Jesus Christ.

The Strategic Plan for St. Mary/McCormick Catholic Academy (SM/MCA) is an outline of our plan and goals for the future. This document is intended to transform and grow along with the needs of our school and parish. The Strategic Plan encompasses seven major areas:

Catholic Identity, Academic Excellence, Marketing/Advancement, Facilities, Technology, Marketing/Enrollment, and Student Life.

Vision

Catholic Identity:

SM/MCA is a Catholic parish school that is open to all students, of any faith, in the community. Catholic faith formation and moral and spiritual development are the foundation of the school.

Academic Excellence:

Students leave the Academy as skilled learners and confident thinkers. Differentiated curriculum, individualized instruction, and current, useful instructional materials help to achieve high educational expectations.

Advancement:

Providing for the longevity of the school includes long-term planning, internal and external marketing, and community involvement. Efforts to constantly evaluate and improve communication are ongoing. Development of non-tuition based funding and recruitment of stake-holders is on-going.

Facilities:

Stewardship of the school facility includes maintenance, repair, and development of the original school building and maximizing the potential of the Marydale acquisition. Possible future campus improvements include athletic field development.

Technology:

Relevant technology is a critical tool for effective instruction. Ongoing updating and replacing of technology is to be planned and budgeted.

Marketing/Enrollment:

Enrollment is maintained and grown through collaboration with the Parish community to keep tuition affordable. Marketing the gift of Catholic Education is a constant and multi-faceted endeavor carried out by all stake-holders. Ongoing marketing efforts are both internal and external and must be aligned to current technology and media trends.

Student Life:

Students enjoy a safe learning environment, physical recreation, afterschool activities, fine arts enrichment, and a robust athletics program. A family atmosphere is evident in all aspects of student life, where mutual respect and kindness abound.

Parent Experience:

Parents enjoy a community of families working with staff to provide the best educational and spiritual formation opportunities for their children. Parents participate in volunteer activities to enhance extracurricular offerings, service projects, and fundraising efforts. Volunteer activities are well planned, scheduled, and communicated. Leadership and collaborative opportunities abound. Academy communications are relevant, comprehensive, and multi-media.

Catholic Identity

SM/MCA is a parish school that is open to all students, of any faith, in the community. Catholic faith formation and moral and spiritual development are the foundation of the school.

Goal 1: Maintain effective communication between Religious Education staff, Academy teachers, parents, and students.		
Year 1,2 Parish Religious Education Staff, Academy administration	Action Steps Take steps to form a single parish calendar with all Religious Education, Academy, and Parish events. Assure that important events are scheduled conveniently and non-overlapping for parish families.	Completed
Parish Religious Education Staff	Schedule parent information meetings early in the year for second, seventh, and eighth graders to explain sacramental preparation. Provide frequent informative and comprehensive explanations of sacramental preparation.	
Parish Religious Education Staff and Classroom Teachers	Religious Education Staff will communicate at least quarterly with teachers to ensure the highest quality religious education program, as well as answer questions and provide any necessary training.	
Year 3 All Staff	Evaluate communication efforts and implement any necessary improvements.	

Goal 2: Follow New Evangelization Plan		
Year 1,2 Pastor, Principal and Staff	Action Steps Provide Catechesis for students, parents, staff to strengthen their relationship with God.	Completed
Year 3	Evaluate and provide continuous spiraling catechesis.	

Goal 3: Increase community involvement through charity and stewardship. Make service a priority.		
Year 1,2 Academy Staff	Action Steps Identify service goals at start of each school year and make age-appropriate plans for each grade. Identify and implement school-wide projects like Casual for a Cause donations, Heifer Project, and book collection. Maintain parish involvement such as altar serving, bulletins, mass hosting, choir, and others.	Completed
Parents	Support community involvement initiatives.	

Goal 4: Integrate Catholic Social teaching into all aspects of student life and the curriculum.		
Year 1,2 Academy Staff	Staff becomes proficient in weaving Catholic social and moral teaching into every aspect of education. Carry out the mission of constant evangelization as the end goal of every lesson and endeavor.	Completed
Parents	Families continue evangelization in the home environment.	

Academic Excellence

Students leave the Academy as skilled learners and confident thinkers. Differentiated curriculum, individualized instruction, and current, useful instructional materials help to achieve high educational expectations.

Goal 1: Develop a pre-kindergarten program to serve older preschoolers to prepare them for kindergarten.		
Year 1 Preschool Staff, Academy Administration	Action Steps Obtain necessary licensing for opening a Pre-K classroom. Set up classroom, develop curriculum, and be ready for students in Fall of 2016.	Completed May 2016 projected
Preschool Staff, Administration	Market the Pre-K to families of 4 year olds in the parish and the general community using new materials, personal visits and phone calls, and use of free media such as press releases, parish and vicariate bulletins, and word of mouth.	Feb-Sept 2016, ongoing
Preschool Staff, Administration	Hold an Open House in April 2016 and other times if needed.	April 2016, 27 potential students identified
Year 2,3	Evaluate success of program. Identify areas for change.	

Goal 2: Develop a modern science curriculum.		
Year 1 Academy Staff	Action Steps Determine best new science program for Academy by May 2016. Roll out immediately and exclusively in 2016-17 school year. Remove outdated books. Funding sources include PTO allocation, textbook replacement budget, and Night at the Races "Funding the Mission" donations.	Completed April 2016 Pearson chosen- 7 year contract. Includes lab kits and supportive materials (\$13-35k)
Academy	Use available resources (existing materials, classroom funds, borrowed or	

Staff	rented items, etc) to provide frequent hands-on science experiences at all grade levels.	
Year 2,3	Evaluate Science Program. Make recommendations for improvements.	

Goal 3: Maintain a high-quality Spanish Program		
Year 1 Principal	Action Steps Ensure daily Spanish for Middle School and weekly Spanish for Elementary School possibly using resources from Cardinal Mooney and the Romine Group.	Completed
Spanish Teacher	Ensure that Spanish education enables high school “test out” or competitive placement for graduating eighth graders.	
Year 2,3 Principal	Evaluate Spanish program. Make sure it is still meeting the desired needs.	

Goal 4: Provide departmentalized instruction in grades 3-5.		
Year 1 Principal	Action Steps Determine each teacher’s areas of instructional mastery and use their unique gifts and talents to provide highest quality instruction.	Completed
Principal	Carefully craft a daily schedule that provides adequate prep time for teachers.	April 2016-Principal and staff decided not to implement for 2016-17.
Year 2, 3 Principal	Evaluate departmentalized instruction and make adjustments as needed.	

Goal 5: Provide individualized English Language Arts Instruction in grades K-2		
Year 1 Academy Staff	Action Steps Accommodate below-standard readers, at-grade-level readers, and advanced readers with instruction that meets their individual needs. Strategies may include individualized instruction, guided reading, readers’ workshops, and remedial intervention.	Completed
Year 2,3 Principal	Evaluate and improve program as needed.	April 2016 Evaluation of assessments and plans for individualization

Goal 6: Improve mathematical computation in grades K-5.		
Year 1 Academy Staff	Action Steps Item analysis of areas in the IOWA test where students are below standards. Use AOD Standards and assessments to monitor student progress. Explore web-based computational strengthening programs (Accelerated Math, Moby Math, etc).	Completed April- Test taking strategies explored
	Teach test taking to ensure accuracy, spiral into daily assignments, starting in 2 nd grade.	
Year 3	Review and evaluate growth and needed modifications.	

Goal 7: Review Middle School Policies		
Year 1 Academy Staff, Administration, Parents	Action Steps Review Middle school academic and disciplinary policies.	Completed
Year 2,3	Evaluate any changes.	

Goal 8: Establish Consistent Discipline Plan for Specials Classes		
Year 1 Academy Staff, Administration,	Action Steps Communicate and coach specials teachers as to Academy discipline policies and procedures.	Completed
Year 2,3	Evaluate.	

Advancement

Providing for the longevity of the school includes long-term planning, internal and external marketing, and community involvement. Efforts to constantly evaluate and improve communication are ongoing. Development of non-tuition based funding and recruitment of stake-holders is on-going.

Goal 1: Develop perpetual funding to supplement parish subsidy and parent tuition		
Year 1 Parish Leadership, School Committee	Action Steps Develop revenue source to maintain Chargot Bequest, which is used for tuition assistance.	Completed
Parish Leadership	Explore other revenue sources such as grants.	
Year 3	Evaluate program.	

Goal 2: Collaborate with Stake-holders		
Year 1,2 Academy Administration	Action Steps Provide monthly reports on happenings at the Academy to the parish via the parish bulletin. Express intent and reason for each event.	Completed ongoing
Academy Administration, Parish Staff, Priest, Parents	Exchange information regularly with Parish committees, staff, Priest, parents, and stakeholders.	ongoing
Parents	Assist and participate in all parish events including fundraisers.	Ongoing
Year 3	Develop Alumni Club.	

Facilities:

Stewardship of the school facility includes maintenance, repair, and development of the original school building and maximizing the potential of the Marydale acquisition. Possible future campus improvements include athletic field development.

Goal 1: Build Media Center in Marydale building		
Year 1 Contractor	Action Steps Complete renovation as soon as allowed by State Fire Marshal.	Completed April 2016- Awaiting change order directive from fire marshal
Parents, Academy staff	Inventory, purge, and move existing media collection.	
Year 3	Evaluate facility needs. Make necessary changes, budget, and plans.	

Technology:

Relevant technology is a critical tool for effective instruction. Ongoing updating and replacing of technology is to be planned and budgeted.

Goal 1: Be good stewards of existing technology investments.		
Year 1 Academy Staff	Action Steps Use all available technology to enhance learning and help students develop skills educationally across the curriculum.	Completed Ongoing
Academy Staff, Fundraising committee	Evaluate current technology to identify needed upgrades, replacements, obsolete equipment.	Ongoing
Principal	Evaluate classroom technology utilization. Provide training when needed.	Ongoing
Academy Staff	Inform Principal when technology repairs or upgrades are needed.	Ongoing
Year 3	Make recommendations for retirement of obsolete technology, replacement of existing technology, and introduction of new technology.	

Goal 2: Phase out iPads to allow a PC based platform for classrooms		
Year 1 Principal	Action Steps Develop a team to investigate which technology tools would be a valid investment for additional hardware and software in the classrooms and make an advisement to a funding source by March of 2016. Continue using iPads until no longer viable. Develop replacement fund for replacement program	Completed April 2016 Ongoing
Parents	Raise funds for technology program. Purchase a set of identified technology tools as a pilot program.	
Year 3 Principal	Evaluate classroom technology tools for usefulness and relevance.	

Goal 3: Update classroom laptops to effectively utilize SmartBoard investment.		
Year 1 Academy Staff	Action Steps Identify Specific Needs March 2016.	Completed April 2016 Ongoing Immediate needs for 2016-17 include 11 laptops and

		at least 6 ipads. New speakers needed immediately in several classrooms
Principal	Prioritize and budget for immediate replacement of unusable equipment.	
Year 3	Identify Needs, Prioritize and budget.	

Marketing/Enrollment:

Enrollment is maintained and grown through collaboration with the Parish community to keep tuition affordable. Marketing the gift of Catholic Education is an ongoing and multi-faceted endeavor carried out by all stake-holders. Ongoing marketing efforts are both internal and external and must be aligned to current technology and media trends.

Goal 1: Set a tuition rate that promotes viability of the Academy through steady enrollment and healthy parish support		
Year 1	Action Steps	Completed
Cost Subcommittee, Parish Staff, Principal	Make efforts to keep tuition affordable yet maintain a healthy parish subsidy by analyzing data and anticipating increased costs. Committee and business manager advise priest and principal, who set the rates.	March 2016
Parents	Pay in-vicariate rate by attending weekly mass at a vicariate parish and contributing time, talent, and/or treasure to their parish. Pay out-vicariate rate if not attending and participating in a vicariate parish.	Ongoing
Parents	Contribute 15 fundraising credits.	Ongoing
Year 2.3 Cost Subcommittee, Parish Staff, Principal	Evaluate success or failure of previous efforts. Adjust accordingly.	

Goal 2: Create a cost-effective and comprehensive marketing plan		
Year 1	Action Steps	Completed
School Committee	Form a marketing committee that meets quarterly. Develop a yearly marketing plan.	
Marketing Committee, Academy Administration	Promote Academy through targeted print materials, digital advertising when deemed effective, and press releases, to local media including RadioFirst, WNFA/WNFR, WGRT, EBW.tv, Times Herald, Holy Trinity Bulletin.	April 2016 Administrative Assistant is handling press releases
Parents	Earn a tuition incentive for successfully referring a new student. Share the strengths and blessings of the Academy.	Ongoing
Principal	Promote and be available for Tours on Tuesday at Two every week.	Ongoing
Academy Staff	Hold a well-publicized Open House every spring.	April 2016
Academy Administration	Publish frequent school news reports and invitations to events in Parish bulletin and Vicariate bulletin.	Ongoing
Academy Administration	Update bulletin boards and visual promotional material throughout the church and academy facility.	Ongoing
Marketing Committee	Develop and update an collection of marketing materials and photography.	
Year 3	Evaluate and adjust as needed.	

Goal 3: Maintain a high-quality website and online marketing		
Year 1,2,3 Academy Administration	Action Steps Keep website current at all times. Use website as both a marketing tool and a communication tool.	Completed Ongoing
Academy Administration	Use Facebook, Twitter and other social media to promote and communicate information.	Ongoing
Marketing Committee	Check Google statistics quarterly to gauge effectiveness of Adwords campaign.	

Goal 4: Improve communication with current families		
Year 1,2,3 Academy Administration	Action Steps Consistently use email and Remind system for reminders, emergency information, and "good news".	Completed
Academy Administration	Publish a high quality and visually stimulating monthly newsletter with a comprehensive calendar, detailed parent information, sacramental preparation information, and strategized internal marketing items such as "good news" stories and thanking volunteers.	
Academy Administration, Religious Education Staff	Coordinate Academy event schedules with Religious Education schedules. Work together to make sacramental preparation information plentiful and easy to understand.	

Student Life:

Students enjoy a safe learning environment, physical recreation, afterschool activities, arts enrichment, and a robust athletics program. A family atmosphere is evident in all aspects of student life, where mutual respect and kindness abound.

Goal 1: Maintain and enhance a robust Athletics Program		
Year 1 Academy Administration, Athletics Committee	Action Steps Create a comprehensive job description for an Athletic Director, provide necessary training to ensure competency and success.	Completed April 2016 Matt Match
Parents	Form an Athletics Boosters Club. Require membership for parents of all student athletes.	
Athletics Boosters Club	Fundraise and collect participation fees to meet Athletics budget. Pay coaches a reasonable stipend for each sport.	
Athletics Boosters Club	Hold events such as Alumni Basketball Game in June, Basketball Camp in August, Golf Outing in late summer, other sports camps and events.	
Athletic Director	Implement a fall sport for boys.	
Athletic Director, Athletic Boosters Club	Use Open Land on west end of parish campus to build Athletic Facility such as Track and Soccer Fields.	
Athletic Director, Academy Staff, Parish Staff, Parents	Use Athletics Program as a means of evangelization and community engagement. Invite and welcome athletes from parish and community. Host athletic camps and events for community.	
Year 2,3	Research viability of complete Athletic Facility on SM/MCA Campus. Begin fundraising if needed.	

Goal 2: Offer a monthly after-school enrichment program		
Year 1 Parents	Action Steps Coordinate programs on a yearly basis. Establish dates, times, costs, and arrange for proper supervision. Arrange for facility reservation with Parish office staff. Collect registration information and make adjustments as needed.	Completed
Parents	Volunteer to assist with programs.	
Year 2,3	Assess success of offerings. Discontinue or add programs as needed.	

Goal 3: Offer a high-quality fine arts program.		
Year 1 Academy Administration, Staff	Action Steps Survey the needs of families regarding Vocal Music, Instrumental Music, and Visual Arts. Evaluate current offerings. Discontinue, augment, or create programs.	Completed
Academy Administration	Perform at parish and community events. Develop a yearly calendar of performances. Evaluate performance's adherence to Mission.	
Year 2,3	Continue to evaluate and improve Fine Arts Program.	

Goal 4: Establish and enforce a cohesive, uniform dress code		
Year 1,2,3 Academy Administration, Staff,	Action Steps Review and update dress code as needed. Establish reasonable corrective measures for infractions.	Completed
Parents, Students	Adhere to the dress code.	

Parent Experience:

Parents enjoy a community of families working with staff to provide the best educational and spiritual formation opportunity for their children. Parents participate in volunteer activities to enhance extracurricular offerings, service projects, and fundraising efforts. Volunteer activities are well planned, scheduled, and communicated. Leadership and collaborative opportunities abound. Academy communications are relevant, comprehensive, and multi-media.

Goal 1: Plan, schedule, and organize all volunteer activities.		
Year 1,2,3 Academy Administration	Action Steps Appoint a Volunteer Coordinator to work with Parent Teacher Organization, Staff, and Administration.	Completed April 2016 Carrie Harris is coordinating for 2016-17 school year
Volunteer Coordinator	Create a comprehensive list of volunteer opportunities for parents. Advertise, recruit, and guide volunteers starting in May 2016.	
Parent-Teacher Organization	Finalize a fundraising and enrichment calendar and budget by May 2016 for the 2016-17 school year.	

Goal 2: Parents act as partners with Staff to provide the most effective, financially prudent, and Mission-based educational experience for their children.		
Year 1,2,3 Parents	Action Steps Read all communications.	Completed
Parents	Attend Parent-Teacher Organization Meetings, Committee Meetings, and volunteer for fundraising and enrichment events for the Parish.	
Academy Staff	Evaluate and refine grade level supply lists by May 2016.	
Strategic Planning Committee	Put plan on website and provide vehicle for feedback.	
Strategic Planning Committee	Meet yearly or more often if needed to review and update Strategic Plan.	
Academy Staff	Communicate classroom needs and ideas for continuing excellence via staff representative at monthly School Committee meetings. Include teacher's report on PTO agenda, school committee agenda.	

Goal 3: Parents have a chance to take leadership roles in ensuring the community atmosphere of the Academy		
Year 1,2,3	Action Steps	Completed
Parents	Run a Parent Teacher Organization that meets monthly, develops a yearly calendar and budget, and designates chairpersons for events. Volunteer to be an officer.	
Parents	Volunteer to be a member of a fully functioning School committee with up to nine parent representatives.	
Parents	Lead and support a yearly fall auction event that meets fundraising goals (\$30,000 minimum 2016).	
Parents	Lead and support a spring social event that meets fundraising goals (\$5000 for 2017).	