

**Saint Martin School  
Sunnyvale, California**

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**5 Year Plan –  
Building on the Foundation for the  
Future**

*June 1, 2009*



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# Introduction

## ***Message from the Pastor***

Blessings to you all. It is with a sense of pride that I introduce to you an updated Long Range Strategic Plan for the benefit of St. Martin School Students.

Our students have become wonderful examples of social justice and kindness. Furthermore, they have developed spiritually, culturally and academically. We should all be proud of their effort and the guidance they receive from the school administration and staff.

It is only as a community that we can continue to gain ground in the education of our students. Together we can work towards improvements and build on our existing foundation.

Yours in Christ

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Father Tony Medina, Pastor,  
Saint Martin Parish

## ***Message from the Principal***

Saint Martin School has a rich tradition of over fifty years of quality Catholic education. Our focus on sharing the Gospel message and celebrating the unique qualities of each student remains constant. However, to continue to provide the best for our students, we must constantly look forward and prepare for their future.

It is to this end that the dedicated School Advisory Council has worked so hard to update the Five Year Plan. This plan is a continual work in progress that is based on the reality of the now and our hopes for the future. Parental involvement is key to our continued success.

Please review the following pages and find the ways you can help make the plan a reality for your children.

Sincerely,

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Eugenie Florczyk, Principal  
Saint Martin School

## **Mission and Vision Statements**

### ***Saint Martin Mission Statement***

St. Martin School embraces the Catholic educational mission promoting the teachings of Jesus Christ by providing opportunities to celebrate our Catholic faith, developing of community, and promoting cultural awareness, service, peace, and justice. A challenging, outcome- based academic program and extra-curricular activities celebrate and support the unique qualities of the individual student. St. Martin School recognizes that the development of the whole child is a combined responsibility of the home, the school, and the Church. Based on the teachings of Jesus Christ, we work diligently, with parents as the primary educators, to guide students towards their full potential and to respond to their world with respect, competence, compassion, and responsibility.

### ***Saint Martin Vision Statement***

The St. Martin School community will create a nurturing environment, which will encourage the growth of knowledgeable, respectful, responsible, creative Catholic individuals with a desire for life-long learning.

### ***Saint Martin Philosophy***

In partnership with family and Church, the St. Martin School community strives to provide a safe and nurturing environment reflective of our Catholic identity and in which the teachings of Jesus Christ can be learned and lived. As educators, we strive to create an atmosphere of learning that will prepare knowledgeable, creative, and responsible individuals who have a desire for life-long learning and who are active participants in their community. We believe that education is a cooperative venture of exploration, interaction and respectful discovery of self, others, and the world. This takes place most effectively in an atmosphere that promotes cultural development and fosters the spiritual, social/psychological, academic, and physical potentials of each student.

### ***Western Association of Schools and Colleges (WASC) Accreditation***

In 2007, St. Martin School received the maximum accreditation of six years.

# **Student Learning Expectations: The Development Goals of a St. Martin Student**

## ***SPIRITUAL DEVELOPMENT***

A graduate of Saint Martin School has the support and opportunity to become a person of faith who

- comes to know Christ and applies His principals to daily living.
- participates in the Church life through its liturgy, sacraments, and service.
- lives the Gospel through personal action and community service.

## ***SOCIAL/PSYCHOLOGICAL DEVELOPMENT***

A graduate of Saint Martin School has the support and opportunity to become a thoughtful person who

- makes moral and ethical decisions.
- develops strength of character including the traits of honesty, kindness, caring, respect, adaptability, and responsibility.
- demonstrates appropriate interpersonal skills: listening, speaking, working with others.
- feels safe, accepted, cared for, and loved.

## ***ACADEMIC DEVELOPMENT***

A graduate of Saint Martin School has the support and opportunity to become an informed person who

- acquires an appreciation for life-long learning.
- develops his/her potential, so he/she can become a productive member of society.
- applies and builds upon prior knowledge.
- utilizes various resources including current technology.
- thinks critically and creatively to solve problems and make decisions.
- communicates effectively in an appropriate manner.
- organizes and prioritizes information and material.

## ***CULTURAL DEVELOPMENT***

A graduate of Saint Martin School has the support and opportunity to become a compassionate person who

- demonstrates respect for human diversity and the dignity of all human beings.
- develops an awareness of personal responsibility toward local and global communities.
- acknowledges a life-long commitment to protecting and nurturing the natural environment

## ***PHYSICAL DEVELOPMENT***

A graduate of Saint Martin School has the support and opportunity to become a healthy person who

- respects his/her own body, mind, and soul.
- is motivated to achieve his/her full physical potential.
- integrates sound health principles into his/her lifestyle.

# A Rich Tradition

## School History

Saint Martin is one of thirty elementary schools in the Diocese of San Jose. Established in 1953 as a parish school, Saint Martin continues to provide quality Catholic Education to its students. Originally staffed by nuns of the Order of St. Joseph of Wichita Kansas, the school is now staffed by lay faculty who teach to a potential student population of 325 students in classes ranging from pre-kindergarten to eighth grade.

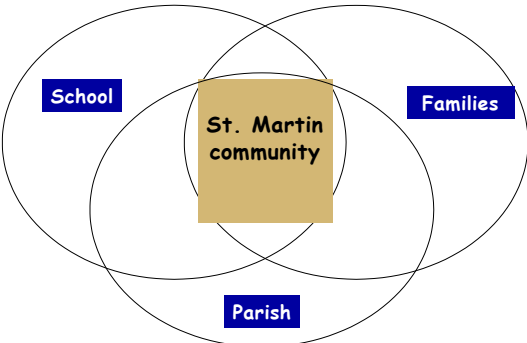
## Saint Martin School Advisory Council (SAC)

The current St. Martin School Advisory Council was discerned by Principal Eugenie Florczyk and confirmed by Fr. Ben. The purpose of the School Advisory Council (SAC) is to serve in an advisory capacity to the principal. The objective is to review and develop policy statements for guidance towards providing a Catholic education within the framework of the policies of the Diocese of San Jose Department of Education.

The School Advisory Council is comprised of parents with children in attendance at St. Martin and ex-officio members representing the Parish, the school staff and the Parent Teacher Group (PTG). Current officers of the School Advisory Council are President Patricia Johnson and Vice President Angelique Wilson. Other Board members include Roldan Fojas, Mike Craig, Marti Trujillo. Ex-officio members include the Pastor, the Principal, the Development Director and the PTG President.

The intrinsic goal of the School Advisory Council is to create better understanding and support of Catholic Education and to act as a public relations group in making the work and achievements of the school better known to the entire parish and civic communities. The School Advisory Council meets monthly and all Council meetings are open to the public unless designated as an executive session. Transaction of official business is adopted upon a quorum tally of votes by the Council members. The School Advisory Council welcomes input and those who wish to address the Council may request it by writing to the President or the Principal at least one week in advance of the meeting. School Advisory Council actions will be communicated in a timely manner to the St. Martin School and Parish communities.

The main components of the St. Martin community are the school, families, and the parish. Within the school community, the School Advisory Council is one of two critical parent volunteer groups. The Parent Teacher Group works in a symbiotic relationship with the School Advisory Council. They create and foster an environment that is conducive for our parents to work together in accomplishing goals for the benefit of the students and school community. These organizations are able to bring together the talents of the School, Parish, and Families to improve the strength of the entire St. Martin Community (see chart below).



# The Strategic Planning Process

Strategic planning is a management tool. As with any management tool, it is used for one purpose only: to help an organization do a better job - to focus its energy, to ensure that members of the organization are working toward the same goals, to assess and adjust the organization's direction in response to a changing environment. In short, strategic planning is a disciplined effort to produce fundamental decisions and actions that shape and guide what an organization is, what it does, and why it does it, with a focus on the future. *(Adapted from Bryson's Strategic Planning in Public and Nonprofit Organizations)*

In line with the strategic planning process, the 2008/09 board members reviewed the plan and its relevancy to its environment. After a mini training session on strategic planning concepts and timeline, the board went through a couple of strategic planning sessions. Periodically, we will survey our parent population and report back to the community on our findings. The 2007/08 parent survey focused on recruitment and retention, asking parents about:

1. Their Satisfaction with St Martin School
2. Their reason for Choosing St Martin School
3. The Communication between St Martin and Parents
4. Their experience and observations of St. Martin graduates compared to the student's development goals.

The School Advisory Council has an ongoing schedule to update this plan on an annual basis.

## Planning Process Flow

| Planning Base       | Results Required        | How                    | Implementation       | Reviews           |
|---------------------|-------------------------|------------------------|----------------------|-------------------|
| Internal Assessment |                         |                        |                      | Reviews           |
| External Assessment | Vision/Mission          | Strategies             | Delegated Objectives |                   |
| Assumptions         | Goals & Objectives      | Programs               | Delegated Programs   |                   |
| Priority Issues     |                         |                        |                      |                   |
| Where are we now?   | Where do we want to be? | How will we get there? | Who must do what?    | How are we doing? |

# **The Strategic Plan Elements**

## ***Plan Elements and Products***

### ***Elements of the Plan***

The elements of the plan correspond one-for-one with the committees. For example, within the enrollment element is found the compiled and prioritized list of desired projects, products, and/or actions which the committee (in deference to the values statements, shareholder desires, governing regulations, parish desires, etc) recommended should be within the scope of the plan.

- A. Curriculum***
- B. Staffing***
- C. Spiritual Life***
- D. Plant and Facility***
- E. Finance***
- F. Development/Enrollment***
- G. PTG***
- H. Technology/Website***

## A) Curriculum Element

**Mission:**

To comply with the current curriculum guidelines, outcomes and standards as directed by the State of California and the Dept of Education for the Diocese of San Jose.

**Vision:**

To utilize methodologies and materials that will enable students to achieve the outcomes.

**GOALS AND OBJECTIVES:**

| School Yr. | Goal  | Responsible Person       | Cost            |
|------------|---|--------------------------|-----------------|
| 09/10      | Build a library of leveled reading materials<br>1st & Kindergarten  | Administration & Faculty | \$1800.00       |
| 09/10      | Assess Math Skill Set   | Administration & Faculty | 0.00            |
| 09/10      | Faculty will participate in In-Service Days to improve instruction skills; in particular there will be a "Math Skills Focus" Day.           | Administration & Faculty | 0.00            |
| 10/11      | Continued development and implementation of a cohesive and comprehensive K-8 writing program that meets diocesan outcomes and requirements. | Administration & Faculty | 0.00            |
| 10/11      | Introduce a formalized Art curriculum program   | Administration & Faculty | \$4k to \$6k    |
| 11/12      | Potential Purchase of Social Studies as determined by InDepth Study   | Administration & Faculty | \$10k estimated |
| 13/14      | Potential Purchase of Religion curricular materials/books as outlined in depth  | Administration & Faculty | \$10k estimated |
| 14/15      | Participate in Science curriculum in depth study  | Administration & Faculty | 0.00            |
| 15/16      | Participate in Religion curriculum in depth study   | Administration & Faculty | 0.00            |
| On-going   | Provide teachers with more instruction in the field of education to enhance their effectiveness with students                               | Administration & Faculty | 0.00            |

**Assumptions:**

1. The curriculum enrichment will be included in the school budget.
2. The diocese will continue to plan teacher in-service.
3. Predicated on meeting minimum enrollment
4. Continued title funding available and approved

## B) Staffing Element

The Staffing Committee supports the administration on matters dealing with the acquisition, retention and on-going education of qualified teachers.

**Mission:**

To hire and retain high quality teachers, aides administration and staff.

**Vision:**

To build an effective, integrated and cohesive staff that will meet the needs of the St. Martin school student.

**GOALS AND OBJECTIVES:**

| School Yr. | Goal  | Responsible Person           | Cost                |
|------------|---|------------------------------|---------------------|
| 09/10      | Hire a Part-Time Development Director   | Administration               | TBD                 |
| 09/10      | To evaluate the librarian position  | Principal,<br>Administration | \$0                 |
| 09/10      | To investigate and formalize St. Martin as a mentor site for student teacher from Santa Clara University, San Jose State, and Stanford. | Administration               | \$0                 |
| 10/11      | Technology specialist (15 hours) + Trainer Role (2 <sup>nd</sup> through 8 <sup>th</sup> Grades) + Security and Website                 | Administration               | \$25k base          |
| 13/14      | Full time aide in 3rd grade   | Administration               | \$16k base annually |
| 13/14      | Part time aide in 4 <sup>th</sup> grade   | Administration               | \$9k base annually  |
| 14/15      | Part time counselor or resource specialist  | Administration               | \$30k base annually |
| On-going   | Part time aide in JK grade, pending enrollment  | Administration               | \$9k base annually  |
| On-going   | Evaluate substitute teacher allowance   | Administration               | TBD                 |
| On-going   | Teachers will participate in continuing education (AKA Professional Development) to improve instruction.                                | Administration               | TBD                 |

**Assumptions:**

1. The interview process will require qualified candidates.
2. Candidates will have gone through the diocesan screening process.
3. Minimum enrollment is met or exceeded annually.

## C) Spiritual Life Element

**Mission:**

To offer opportunities which promote and enhance the teaching of the Catholic Church while respecting the spirituality of each person and their family.

To put our Faith into practice by developing spiritual mentorship programs that encourage participation in the various School activities thus providing a continuous knowledge base link to our future endeavors.

**Vision:**

To continue to foster spirituality throughout the school community.

“Faith without works is dead”

- James 2:20

We will strive to walk our talk as we look to the Holy Spirit for guidance.

**GOALS AND OBJECTIVES:**

| School Yr. | Goal  | Responsible Person                         | Cost                |
|------------|---|--|---------------------|
| Ongoing    | To offer opportunities for students to participate spiritual activities and community services  | Faculty, Administration                    | \$0                 |
| Ongoing    | To continue finding spiritual enrichment for faculty.   | Principal/Administration                   | Determined Annually |
| Ongoing    | To develop/implement monthly communication in principal's news letter highlighting school's community spiritual activities (bagging lunches, prayer services, Buddy activities, etc.)   | SLC/Principal                              | \$0                 |
| 09/10      | To create a spiritual and community-service minded relationship with the retirement facility across the street from the St. Martin Campus. Involve every grade level.                   | SLC/Principal                              | \$0                 |
| 09/10      | To create a list of spiritual activities that school/students are involved in and post on school's web page.  | SLC, Faculty, Principal, Website Committee | \$0                 |
| 09/10      | Develop Spiritual Life overall Theme/Slogan. Requests based on certain specific criteria, include school and school families.   | SLC/Pastor                                 | \$0                 |
| 09/10      | Family Mass/Community Service - Class who hosts Family Mass to provide artwork & petitions for a pre-determined long term care facility in Sunnyvale in the month they host Family Mass | SLC/Faculty/Principal                      | \$0                 |

|       |   |             |     |
|-------|---|-------------|-----|
| 09/10 | Establish Mother/Daughter Mass  | SLC         | \$0 |
| 09/10 | Establish Grandparents Day Mass   | SLC         | \$0 |
| 09/10 | Establish Father/Son Mass   | SLC         | \$0 |
| 09/10 | Parish News - Process for Parish updates/events to be communicated to school in principal's letter as well as include on school web page. | SLC         | \$0 |
| 09/10 | Teachers to attend periodic "Day of Inspiration"  | SLC/Faculty | \$0 |

## C) Spiritual Life Element

### GOALS AND OBJECTIVES - CONTINUED:

| School Yr. | Goal  | Responsible Person | Cost |
|------------|---|--------------------|------|
| 09/10      | Teachers to attend a yearly Diocesan "Faith Formation Conference"                     | SLC/Faculty        | \$0  |
| 09/10      | Prayer Partners   | SLC                | \$0  |
|            | Develop Topics for and Implement Spiritual Workshops                                  | SLC                | \$0  |
| 10/11      | Mentorship School Mass blessing   | SLC                | \$0  |
| 10/11      | Parish Bulletin - To include a section on school news, weekly.                        | SLC                | \$0  |
| 11/12      | Family Mass - Establish Mass for school volunteers. Formal blessing.                  | SLC                | \$0  |
| 12/13      | Establish Youth Group   | SLC                | \$0  |
| 12/13      | Research Retreats for Parents   | SLC                | \$0  |
| 13/14      | St Martin Alumnae/i are recruited to foster spiritual development of younger children | SLC                | \$0  |

#### Assumptions:

1. That spiritual life is essential to the mission, vision, and philosophy of the school.
2. The school will have a religion coordinator and/or campus minister.
3. The stewardship committee will continue their work at the parish level.
4. The community service program will continue.

## D) Plant and Facility Element

**Mission:**

The Facility Committee serves as the liaison between the Parish, administration and SAC for school facility maintenance and improvements. The committee exists to establish and implement short and long range plans to improve and maintain school facilities.

**Vision:**

A safe, well kept, and properly functioning facility greatly improves quality of life for staff and students. Through the mobilization of a ground swell of parents that takes pride and ownership of the school functionality and appearance, this Committee and maintenance process will produce real, tangible improvements to the School and landscape making Saint Martin School the premier Catholic school of choice for families in the South Bay area.

**GOALS AND OBJECTIVES:**

| School Yr. | Goal  | Responsible Person             | Cost |
|------------|---|--------------------------------|------|
| 09/10      | Develop plan to install new benches and chain barricades during the field restoration   | Facilities committee           |      |
| And 10/11  | Installation of new benches and chain barricades during field restoration   | Facilities committee           |      |
| 09/10      | Establish a schedule for routine maintenance and annual jobs.   | Facilities committee           | \$0  |
| 09/10      | To establish and facilitate a process, which can identify, prioritize, and correct maintenance problems and improvements to the facility.   | Facilities committee           | \$0  |
| Ongoing    | Continue to maintain facilities log for maintenance and improvements.   | Facilities committee           | \$0  |
| 09/10      | Create a directory of individuals and their skills as a part of this maintenance log/facilities binder.   | Facilities committee           | \$0  |
| 09/10      | Replace broken venetian blinds in classrooms  |                                | TBD  |
| Ongoing    | Perform annual walk-through of school facilities for safety, maintenance and improvements.  | Facilities committee           | \$0  |
| Ongoing    | Review current landscaping scheme and establish a functional landscaping/grounds keeping plan that will minimize labor intensive jobs.  | Facilities committee           | \$0  |
| Ongoing    | Establish a schedule for maintenance days with parental involvement. To be conducted on weekend mornings at least twice per school year: "Fall Cleanup" And "Year End Cleanup" (In May or early June) | Facilities committee           | \$0  |
| Ongoing    | Continued and improved collaboration and communication with Parish regarding the parts of the campus that are Parish controlled.  | Facilities Committee           | \$0  |
| 09/10      | To conduct summer parent workday/BBQ for minor repairs and clean up.  | Facilities committee , Parents | TBD  |
| 09/10      | Research replacing cyclone fencing on Central Avenue with a more attractive alternative   | Facilities Committee           | TBD  |
| 09/10      | Support Central Avenue Residents Traffic Abatement Project  | Facilities Committee           | \$0  |

|       |  |                                   |     |
|-------|--|-----------------------------------|-----|
| 10/11 | Planning for upgrade of all high efficiency furnace in all class room  | Facilities committee ,<br>Parents | TBD |
| 13/14 | Study the feasibility of the PG & E Solar Energy Project at St. Martin School.   | Facilities Committee              |     |
| 13/14 | If project feasible, prepare an application for a grant to fund the work required for the PG & E Solar Energy Project. | Facilities committee              |     |

**Assumptions:**

1. The current school building is an older facility and will constantly be in need of minor repairs and monitoring.
2. Maintenance expenses must be evaluated annually and included in the school budget.
3. Minor repairs and upkeep will be monitored and maintained in an effort to prevent the necessity of major, costly repairs from occurring.
4. Efforts will be made to utilize manpower, materials and expertise that are at our disposal prior to subsidizing repairs/maintenance with school funds.

## E) Finance Element

### Mission

To gather updates and progress of significant decisions in financial matters from the accounting office and present them to the School Advisory Council.

### Vision

To support the school's administration in maintaining financial reporting and stability for continued operations and growth.

### GOALS AND OBJECTIVES:

| School Yr. | Goal   | Responsible Person                      | Cost |
|------------|--|---|------|
| 09/10      | Determine Percentage of Annual Appeal for Tuition Assistance Program                               | Finance Committee Development Committee | \$0  |
| 09/10      | Develop Communications Program for Financial Assistance Programs (need to reach broader audience)  | Finance Committee Development Committee | \$0  |
| 09/10      | Evaluate/Review eScrip/SchoolPop Annual Family Requirement   | Finance Committee                       | \$0  |
| 09/10      | Develop Promotion Schedule for eScrip/SchoolPop Program (including Broad and Directed campaigns)   | Finance Committee/eScrip Committee      | \$0  |
| 10/11      | Develop Deposit Program for Non-Participants (eScrip/SchoolPop)                                    | Finance Committee                       | \$0  |
| 10/11      | Investigate New Sources of Income For Tuition Assistance   | Finance Committee                       | \$0  |
| 11/12      | Review/Revise Annual Appeal Percentage for Tuition Assistance Program                              | Finance Committee Development Committee | \$0  |
| 11/12      | Implement Promotion Schedule for eScrip/SchoolPop Program (including Broad and Directed campaigns) | Finance Committee/eScrip Committee      | \$0  |
| 12/13      | Evaluate/Review eScrip/SchoolPop Annual Family Requirement   | Finance Committee                       | \$0  |

## E) Finance Element

### GOALS AND OBJECTIVES - CONTINUED:

| School Yr. | Goal  | Responsible Person                      | Cost |
|------------|---|---|------|
| 12/13      | Implement Deposit Program for Non-Participants (eScrip/SchoolPop)                 | Finance Committee                       | \$0  |
| 13/14      | Review/Revise Annual Appeal Percentage for Tuition Assistance Program             | Finance Committee Development Committee | \$0  |
| 13/14      | Evaluate Effectiveness of Deposit Program for Non-Participants (eScrip/SchoolPop) | Finance Committee                       | \$0  |
| 14/15      | Evaluate/Review eScrip/SchoolPop Annual Family Requirement                        | Finance Committee                       | \$0  |
| 14/15      | Review/Revise Annual Appeal Percentage for Tuition Assistance Program             | Finance Committee Development Committee | \$0  |
| Annually   | Back to School Campaign for eScrip/Scrip  | Finance Committee                       | \$0  |
| Annually   | Evaluate/Review eScrip/SchoolPop Annual Family Requirement                        | Finance Committee                       | \$0  |
| Annually   | Update Key Measures for State of School Address                                   | Finance Committee                       | \$0  |
| Annually   | Update Financial G&O  | Finance Committee                       | \$0  |

#### Assumptions:

1. Tuition will be paid in a timely fashion.
2. PTG fundraising and development efforts will supplement the annual operating budget until "Minimum Enrollment" can be attained.

## F) Development Element/Enrollment Elements

**Mission:**

The meaningful involvement of people in the mission and vision of St. Martin school and to develop school policies and programs directed at student recruitment and retention.

The development department markets for image, markets for students and markets for funds.

**Vision:**

To raise awareness and increase support of St. Martin School with the objective of bringing enrollment to capacity levels and obtaining resources from all available sources to enable ongoing curricular and program enhancements.

**Development as defined in this plan has 5 key parts:**

- Funds generation – Grant procurement, endowment formation, annual appeal, major gifts and scholarship fund
- Alumni Network – Keeping the St. Martin family together and gaining their financial support and advocacy
- Public Relations/Marketing – Increasing awareness, both in-and-out of the Parish community
- Stewardship – Leveraging the time, talent, and treasures of the School and Parish community
- Recruitment and Enrollment– Support the Administration in recruitment and enrollment efforts.

**GOALS AND OBJECTIVES:**

| School Yr. | Goal  | Responsible Person | Cost       |
|------------|---|--------------------|------------|
| 09/10      | Execute the recruitment plan  | Dev Committee      |            |
|            | Enhance school brochure   | Dev Committee      | \$2,000.00 |
|            | Enhance application packet & recruitment section of website. Include virtual tours of the school.   | Dev Committee      | \$2,000.00 |
|            | Advertise, press releases, participate in SJ Magazine   | Dev Committee      | \$1,000.00 |
|            | Partner with neighboring employers and realtors for school brochure inclusion with relocation packages and other pertinent employee handouts. | Dev Committee      | \$500.00   |
| 09/10      | Articulate the roles of SAC, PTG, and Development, along with key volunteer positions   | Dev Committee      | \$0        |
| 09/10      | Communication Plan  |                    |            |
|            | Introduce School Speak  | Dev Committee      | TBD        |
|            | Website – ensure process & procedure in place for information dissemination   | Dev Committee      | \$0        |

## F) Development Element/Enrollment Elements

### GOALS AND OBJECTIVES - CONTINUED:

| School Yr. | Goal   | Responsible Person | Cost        |
|------------|--|--------------------|-------------|
| 09/10      | Introduce Family Fundraising Goal to families. Review fundraising calendar with PTG, coordinating all events (including socials) between School Development, and PTG                         | Dev Committee      | \$0         |
| 09/10      | Continue to market preschool program   | Dev Committee      | \$1000.00   |
| 09/10      | Research grant opportunities and write grants.   | Dev Committee      | \$0         |
| 09/10      | Publish annual report to include revenue, expenses, all donors, SCRIP participants, volunteers who've met their commitment hours, etc.   | Dev Committee      | \$300.00    |
| 09/10      | Create an alumni plan to include communication mailings, upgrade of alumni dbase, annual appeal, invitations to social events and specific alumni directed parties/socials.                  | Dev Committee      | \$250.00    |
| 09/10      | Enhance the alumni page on the website. Look at linking to Facebook and other appropriate social sites.  | Dev Committee      | \$500.00    |
| 09/10      | Host a development/school finance meeting.   | Dev Committee      | \$0         |
| 09/10      | Host a leadership meeting with parents in volunteer leadership positions to ensure we are all on message. SAC, PTG officers, any committee chairs, any committee treasurers, room moms, etc. | Dev Committee      | \$500.00    |
| 10/11      | Develop case materials for scholarship funding   | Dev Committee      | \$500.00    |
| 11/12      | Upgrade donor recognition events for major donors.   | Dev Committee      | \$1,000.00  |
| 12/13      | Plan and begin the silent phase of a scholarship endowment.  | Dev Committee      | \$500.00    |
| 12/13      | Create a budget and outline a paid development position.   | Dev Committee      | \$0         |
| 13/14      | Hire a part time development director.   | Dev Committee      | \$55,000.00 |
| 13/14      | Execute the public phase of a scholarship endowment.   | Dev Committee      | \$200.00    |
| 14/15      | Upgrade the alumni program.  |                    |             |
| 14/15      | Create a strategy to upgrade the interface with major donors in support of the school.   | Dev Committee      | \$1,000.00  |

#### Assumptions

1. Minimum enrollment is achieved
2. Development staff allocation is increased
3. School Advisory Council takes active role in annual appeal
4. School Advisory Council solicits volunteers to implement LRP

**F) Development  
Element/Enrollment Elements**

5. Necessary program funds are available for PR/Marketing. Most items may be donated, however, once minimum enrollment is attained, and the school has a manageable operating budget, then the school will start to pay for the development expenses.
6. PTG maintains annual fundraising plan
7. PTG conducts quarterly socials
8. PTG & School Advisory Council work together to implement ONE plan, the LRP.

**G) PTG**

**Mission**

Our mission is to bring together in a functioning union, Parents, Pastor, School Personnel and others who are interested in undertaking cooperative efforts on behalf of Catholic education developing fun and life sharing activities that encourages volunteering to help financially support the school and demonstrate Catholic values and behaviors.

We wish to promote the welfare of children in home, school, community and place of worship. Together with Parents, School Personnel, and Pastoral Leadership we are united in our efforts to secure for all children the highest advantages of a Catholic Education in a diverse environment.

**Vision**

Our vision is to help every child realize their potential by bringing into closer relation the home and school so that parents and teachers may cooperate in the education of our children.

PTG also raises funds for high-visibility strategic projects as identified by the school administration and the parent body. There are a limited number (3-4) of high-return fundraising efforts each year. The PTG coordinates volunteer opportunities throughout the year in support of improvements and maintenance of the facility. There is a full calendar of social events well attended by a representative cross-section of the school community.

**GOALS AND OBJECTIVES:**

| School Yr. | Goal   | Responsible Person    | Cost |
|------------|--|-----------------------|------|
| Ongoing    | To create social opportunities throughout the school year that encourages whole family participation in a variety of fun social events to encourage parental involvement in all areas of a child's life. | PTG Officers, Parents | \$0  |
| Ongoing    | To encourage and increase family volunteerism at school by hosting   | PTG Officers          | \$0  |

|         |   |  |     |
|---------|---|--|-----|
|         | various programs through a coordinated effort to keep families involved and informed.   |  |     |
| Ongoing | Adapt our school fundraising programs to encourage maximum dollar return while streamlining our efforts to achieve our goals. | PTG Officers, School Administration, Parents | \$0 |
| Ongoing | To work together with the various school committees to identify and implement strategic goals for St. Martin School.          | PTG Officers, School Committees              | \$0 |
| Ongoing | Sponsor a free St. Martin Family Appreciation event for our volunteers.   | PTG Officers, School Administration          | \$0 |

## G) PTG

### GOALS AND OBJECTIVES - CONTINUED:

| School Yr. | Goal   | Responsible Person                             | Cost |
|------------|--|--|------|
| Ongoing    | To incorporate a phone tree.   | PTG Officers, Parents                          | \$0  |
| Ongoing    | To create a volunteer position, of Annual Classroom Liaison, to ensure communication between School Personnel and Parents.   | PTG Officers, Administration                   | \$0  |
| 09/10      | To encourage the creation of a two way communication vehicle between Parents and Staff.  | PTG Officers, Parents                          | \$0  |
| 09/10      | To develop a PTG monthly Parent / Teacher event to allow parents an opportunity to speak with teachers about their teaching plans for the current year as well as plans for the upcoming years.                                | PTG Officers, Teachers, Parents                | \$0  |
| 10/11      | To create a PTG program to offer parents an option to "opt out" of all fundraising by paying a one-time fee.   | PTG Officers, Administration                   |      |
| 10/11      | Reinstate the Family Buddy Program to allow new parents a source of information  | PTG Officers, Parents                          | \$0  |
| 11/12      | To work with the Student Advisory Council to provide necessary assistance for new programs that may help enhance Family Participation.   | PTG Officers, SAC Committee                    | \$0  |
| 12/13      | To create a program allowing parents to provide input when spending dollars earned in excess of total fundraising goals, creating a yearly PTG deliverable that gives back to the school in the form of a completed objective. | PTG Officers, SAC, Administration, Parents     | \$0  |
| 12/13      | To work with the Parish to create an annual collaborative Social Event   | PTG Officers, Spiritual Life Committee, Parish | \$0  |
| 13/14      | Identify project based fundraising objectives and/or campaigns   | PTG Officers, SAC Committees, Parents          | \$0  |

#### Assumptions:

1. Minimum Enrollment will be met so that Fundraising will not necessarily be directed to budget shortfalls.

## H) Technology/Website

### Mission

To maximize the use of technology in general, and of the St. Martin Website in Particular, by the students, teachers, administration and board in order to enhance education and increase efficiency.

### Vision

Technology is seamlessly integrated into the curricular programs and day to day operations. Specifically, in regards to the St. Martin Website, parents, parents, students, and potential parents will use it frequently as a tool for communicating and gaining information. The Website will become a portal into our collective community and a representation of our values and educational standards.

### GOALS AND OBJECTIVES:

| School Yr. | Goal  | Responsible Person | Cost |
|------------|---|--------------------|------|
| On-going   | To work with bookkeeper and technology committee ensuring proper financial resources and allocation for technology needs during budget process.   | Tech/Web committee | \$0  |
| 09/10      | Photo Shoot with Students whose parents have signed release forms   | Tech/Web committee | \$0  |
| 09/10      | Add photographs to school website. Revamp entire "look and feel" to include more dynamic features, more photographs, more download-able documents (PDF format) that are useful to parents, teachers, and potential parents  | Tech/Web Committee | \$0  |
| ongoing    | To recommend and establish pro-active computer support service. A maintenance program should consist of patching machines for updates of security, virus, and operating system. Perhaps have a volunteer position which requires monthly updates which would fulfill hourly requirements for the school year. | Tech committee     | \$0  |

## H) Technology/Website

### GOALS AND OBJECTIVES - CONTINUED:

| School Yr.    | Goal  | Responsible Person            | Cost |
|---------------|---|-------------------------------|------|
| 09/10         | To create a network configuration diagram of entire lab and school computers and network.<br>Consider using wireless internet connections.  | Tech Committee                | TBD  |
| Ongoing       | To work with administration and teachers to identify other software applications which might enhance curriculum.<br>Outline a plan for adding new annual S/W purchases to grow the S/W library. | Tech committee/Administration | TBD  |
| 10/11 – 11/12 | Investigate a “TIVO” like program for capturing educational programs to be viewed at convenient times and shared among teachers and staff.  | Tech Committee                | TBD  |
| 12/13         | Integrate Windows machines into the OSX server domain.<br>Consolidate MAC servers.  | Tech committee                | \$0  |
| ongoing       | To research Audio/Visual Equipment needs for the classrooms and labs.   | Tech committee                | \$0  |
| 13/14         | Update Hardware / Software for Computer lab and / or teachers and administrators to keep current with new technology.   | Tech Committee                | TBD  |