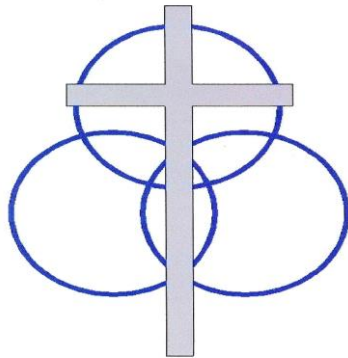


# Trinity Catholic Academy

## Strategic Plan



“In our school, everyday, we learn, love and pray!”



FAITH IN OUR FUTURE

650 4<sup>th</sup> Street  
La Salle, IL 61301  
815-223-8523  
[www.lasallecatholic.org](http://www.lasallecatholic.org)

## Table of Contents

*Adjust page numbers as necessary.*

Introduction .....	2
Mission .....	2
Vision .....	3
SWOT Analysis .....	3
Catholic Identity.....	5
Academic Excellence .....	6
Enrollment Management .....	7
Marketing .....	8
Development.....	9
Facilities .....	10
Finances.....	11

### **Introduction**

Trinity Catholic Academy in La Salle is located in north central Illinois along the Illinois River. Interstate 39 and 80 meet near the community, and Route 6 also with Illinois 351 are among the main roads that bring people to La Salle. The history of the area goes back to 1673 when Farther Jacques Marquette and Louis Joliet traveled up stream on the Illinois River. However, it wasn't until 1837 when the community was first platted. Incorporation took place in 1852 and La Salle was known for its cement and mineral production. St. Patrick's Church was founded in 1838, which still exists today as the oldest continual operating catholic parish in the state of Illinois. In 1855 a grade school was formed called St. Patrick Academy. Today, St. Patrick's Grade School remains open as part of Trinity Catholic Academy. Saint Hyacinth Parish in La Salle also supports the school and the two parishes have a combined membership of 1200 families.

As is the case with any great Catholic school, Trinity Catholic Academy could not be what it is today without the hard work and sacrifice of those who have gone before us. We have engaged in this strategic planning process not to negate the contributions of previous generations, but with the confident conviction that Trinity Catholic Academy can do even more and be even a greater blessing to its students and the local community in the years ahead. In order to remain truly faithful to our Catholic mission, Trinity

Catholic Academy needs to adapt in response to contemporary circumstances and challenges. It is dynamic fidelity to our rich heritage that we seek to achieve through this strategic plan.

The following stakeholders have guided the strategic planning process at Trinity Catholic Academy as members of the steering committee:

Father Antonio Dittmer  
Deb Myers  
John Duncan  
Jackie Thompson  
Julee Nawa

Fr. Jacob Valle  
Alec Hueneburg  
Mike Smudzinski  
Esmeralda De La Torre

Jerry Carls  
Tracie Mazzorana  
Crystal Repsel  
Jenny Peters

The following pages outline the Trinity Catholic Academy Strategic Plan developed by the steering committee. We believe that a successful strategic plan requires broad input from within and even outside of the school community. We therefore invite you to share your reactions and suggestions regarding the strategies we have identified in the plan so that we can further refine and improve our school in the months and years ahead.

## **Mission**

Trinity Catholic Academy provides quality education in the Roman Catholic tradition to students of all faiths through development of spirit, mind, and body. Partnering with parents we strive to help each student develop a personal relationship with God and a commitment to serving others.

## **Vision**

The Vision of Trinity Catholic Academy is to provide a Catholic education with strong Christian formation and promote individual academic expectations to ensure the future success of all students.

## **SWOT Analysis**

**Catholic Identity:** At Trinity Catholic Academy, students take religion on a daily basis. Students attend mass or participate in liturgical celebration weekly. They also take an active part in preparing for religious celebration. Students are encouraged to work, pray and sacrifice for the needy, especially during the Advent and Lenten seasons.

We strive to live the Word of God in this Faith Community, students, parents, and faculty work together in the following ways:

- \*Community Service
- \*Mom's prayer group
- \*Celebration of Marian Feasts and devotion to Mary
- \*Meet for prayer as a faculty
- \*Daily prayer in classes before school with all students
- \*Share in all school weekly masses
- \*Monthly adoration or benediction
- \*Reconciliation often
- \*Prayer partners among staff and students

**Academics:** Trinity Catholic Academy fosters a reputation for excellence in education. In addition to the core academic subjects, there are programs in Art, Music, Physical Education, Band, and Technology.

Trinity Catholic Academy has made appropriate and affective adaptations within our Math and Reading Curriculum to align with Common Core Standards. TCA purchased and has implemented Saxon Math for grades K-8. TCA implemented a new Journey's Reading series in grades K-6.

TCA graduates do very well in high school. Our students are exposed to a rigorous curriculum, which we feel enhances their academic success at the next level.

**Enrollment:** The diverse population of TCA is made up of students from the local neighborhood as well as students from neighboring communities. Enrollment for 2016-2018 is 213 students. Pre-kindergarten enrollment is 38; enrollment in Kindergarten through 8<sup>th</sup> grade averages 19 students per grade. Eighty percent of the children are Caucasian, 17% are Hispanic, 3% multi-racial, 1 child is African American, 1 child is Native American and 1 child is Asian. We educate 107 Females and 106 Male students. TCA enrollment has increased the past three years.

**Marketing:** Trinity Catholic Academy has targeted the large Catholic Hispanic population within the La Salle community. Our new Pastor speaks fluent Spanish and is working with TCA stakeholders to further develop our marketing program, especially addressing the Hispanic community. A goal of TCA is to recruit five new families into our school each year.

Also, we have expended our marketing program through our weekly Church bulletin, local newspaper, billboards and school/church web site. Through our marketing efforts we hope to attract more students to our school and be able to offer financial aid to those who qualify.

**Development:** TCA recently received a large donation that greatly enhanced our school's technology program. Each classroom received three student computers and every teacher received a laptop. TCA will be establishing a Foundation Program in the future.

**Facilities:** Our buildings are old; therefore, contract maintenance is required. Thankfully, the building and grounds have been well maintained over the years. Water pipes, boiler needs, roof repair, parking lot and sidewalks are recent examples of areas addressed.

**Finances:** TCA's budget this year is as follows:

We anticipate a balanced budget this year. Our expenses are projected to be around \$750,000. TCA's sources of revenue are as follows:

- 55% - Tuition and Fees
- 35% - Parish Subsidy (Actual 15/16 was 21%)
- 10% - Fundraisers
- 100% - Total

## Catholic Identity

<b>Goal #1: By the 2016-2017 School year Trinity Catholic Academy will implement at least one service project per month that every grade level will participate in.</b>					
<b>Action Steps</b>	<b>Timeframe</b>	<b>Person(s) or Group Responsible</b>	<b>Projected Completion Date</b>	<b>Estimated Cost</b>	<b>Funding Source</b>
TCA teachers will come up with service projects for every grade level to participate in.	1 Year	TCA Teachers	Start of the 2016 School Year	\$0	N/A

<b>Goal #2: Design an after school enrichment program.</b>					
		<b>Person(s) or Group</b>	<b>Projected Completion</b>	<b>Estimated</b>	<b>Funding</b>

Action Steps	Timeframe	Responsible	Date	Cost	Source
Teachers will collaborate and research the implementation of STEM as part of science curriculum/enrichment.		Mr. Carls and teachers with the help of local community college and/or local chemical company	Start of the 2017-2018 School Year	\$0	N/A

**Goal #3: Priests will meet with all new TCA Families on an individual basis at least once beginning next academic year.**

Action Steps	Timeframe	Person(s) or Group Responsible	Projected Completion Date	Estimated Cost	Funding Source
Our priest will meet with new families to show appreciation to them for sending their children to TCA and also ensure they feel welcome. It is also an opportunity for them to share any constructive comments they might have. Keeping our new families is vital and having them involved is essential.	Now through the beginning of the 2016-2017 School Year	Fr. Dittmer and Fr. Valle	Beginning of the 2016-2017 School Year	\$0	N/A

**Goal #4: To ensure the Edifice of TCA reflects our Catholicism.**

Action Steps	Timeframe	Person(s) or Group Responsible	Projected Completion Date	Estimated Cost	Funding Source
--------------	-----------	--------------------------------	---------------------------	----------------	----------------

## Academic Excellence

**Goal #1: By the end of the 2015-2016 School Year, all grades 1-8 will score within the 80<sup>th</sup> percentile in Math Composite ITBS scores.**

Action Steps	Timeframe	Person(s) or Group Responsible	Projected Completion Date	Estimated Cost	Funding Source
Faculty and administration will meet after September ITBS test results are received to determine the specific areas of weakness in Math concepts below the 50 <sup>th</sup> percentile.	Ongoing	TCA Teachers	Ongoing	\$0	N/A
Teachers will use EASY CBM assessment (fall, winter, and spring) to determine individual RTI tier levels. Teachers will track student progress between testing dates. Students will show 5% progress in below average score content areas.	Ongoing	TCA Teachers	Ongoing	\$0	N/A

## Enrollment Management (Student Recruitment & Retention)

Goal #1: To recruit 5 new families into our school each year. This is the responsibility of Fr. Dittmer, Fr. Valle, Mr. Carls and a team of parents.					
Action Steps	Timeframe	Person(s) or Group Responsible	Projected Completion Date	Estimated Cost	Funding Source
The Hispanic Community: Our new Pastor speaks fluent Spanish and is working with and addressing the Hispanic community about enrolling at Trinity Catholic Academy	Ongoing. Our pastor is continuously working hard on recruiting new families	Fr. Dittmer	Ongoing	\$0	N/A
We have an Open House for Kindergarten and preschool during Catholic Schools Week. We need to invite new prospect parents to our Family Fun Night, which is held on a Saturday from 6:00 p.m. until 8:00 p.m. to conclude Catholic Schools Week. Our wonderful teachers put together the Family Fun Night, which has a different theme each year, food, beverages, DJ, cakewalk, activities and games. Great place for new families to meet our teachers and families	A month before catholic schools week	Julee Nawa, Jenny Peters, , Crystal Repsel, , Mike Smudzinski and Jackie Thompson	The Saturday night ending Catholic Schools week.	The Family Fun Night Costs: \$250 to \$500	PTSA (Parent Teacher Student Association)
Our PTSA is funding 3 different radios ads to increase enrollment and help our new gym floor fund. The first ad is with a TCA dad and his son who is in kindergarten. The second ad is with a TCA Graduate who is now a senior in high school and the final ad is a TCA Graduate who is a freshman in high school. These are testimonials of their experiences at TCA. We may use billboards advertising our school during the month of July or August	March 2017 through April 2017 (radio ads)  July or August 2017 Billboards	Julee Nawa, Jenny Peters, , Crystal Repsel,, Mike Smudzinski and Jackie Thompson	April 2017 for the radio ads and August 2017 for the billboard	\$250 for radio ads. \$900 for Billboards	PTSA
Our secretary will keep a list of all new prospect families who take a packet and will follow-up with the families.	Ongoing	Jenny Peters	Ongoing	\$0	N/A
Recruitment of new families is ongoing throughout the school year and summer months. Our parents work actively to get the word out to other parents about our wonderful school at Trinity Catholic Academy.	Ongoing	Julee Nawa, Jenny Peters, Crystal Repsel, , Mike Smudzinski and Jackie Thompson	Ongoing	\$0	N/A

<b>Goal #2: Increase Retention of our Preschool students to Kindergarten by 3% to 5%. (Our preschool is housed in a separate building)</b>					
<b>Action Steps</b>	<b>Timeframe</b>	<b>Person(s) or Group Responsible</b>	<b>Projected Completion Date</b>	<b>Estimated Cost</b>	<b>Funding Source</b>
We will have our teachers do letters to parents of preschoolers informing them on our great Kindergarten through 8 <sup>th</sup> Grade program. Including test results and experiences. Our elementary parents will do letters as well to our preschool parents.	April/May 2017	TCA Teachers	May 2017	\$0	N/A
We will target our Preschool Families to attend our Family Fun Night. It is held on a Saturday night from 6:00 until 8:00 to conclude Catholic Schools Week. Our wonderful teachers put together the Family Fun Night, which has a different theme each year, food, beverages, DJ, cakewalk, activities and games. Great place for new families to meet our teachers and families!!	A month before Catholic Schools Week	Jenny Peters	The Saturday Night ending Catholic Schools Week.	\$0	N/A
Increase Elementary Students Interactions with Preschoolers: Plan more events for K-8 students to interact with preschoolers with different activities including students reading stories to the preschoolers.	Plan activities throughout the 2016-2017 school year and continue each year.	Julee Nawa, Jenny Peters, Crystal Repsel, Chris Sampson, Mike Smudzinski and Jackie Thompson	Ongoing	\$0	N/A
Presence of Priest: have our priest visit our preschoolers through 8 <sup>th</sup> grade on a regular basis.	Ongoing	Fr. Dittmer and Fr. Valle	Ongoing	\$0	N/A

## **Marketing/Fundraising**

<b>Goal #1: Increase our fundraising by 5% during the 2016-2017 school year, 10% in 2017-2018 and 10% in 2018-2019.</b>					
<b>Action Steps</b>	<b>Timeframe</b>	<b>Person(s) or Group Responsible</b>	<b>Projected Completion Date</b>	<b>Estimated Cost</b>	<b>Funding Source</b>
Alumni Base: We will implement a committee to gather information and put together an alumni base. Yearly donation letters will go out to the alumni base.	Ongoing – need to come up with an alumni base for TCA plus former St. Pat's, La Salle Catholic and St. Hyacinth's students.	Fr. Valle and School & Parish volunteers	Ongoing – continue to update data.	Once an Alumni Base is formed the cost of stationery and postage	TCA School Budget

Our top fundraisers are the Cash Raffle, Trivia Night, Fannie May Candy Sale and Butterbraids. We will continue to build off these fundraisers and look into creative and different fundraiser as well.	1 year	Esmeralda De La Torre	2016-2017 School Year	\$0	N/A
Social Media: TCA's facebook page, webpage and other social media sites will be used to market our fundraising events	Ongoing	Fr. Valle, Tracie Mazzarona, Crystal Repsel, and Jenny Peters	Ongoing	\$0	NA

**Goal #2: Raising \$4,000 to fund a new gym floor center court logo.**

Action Steps	Timeframe	Person(s) or Group Responsible	Projected Completion Date	Estimated Cost	Funding Source
Donation letters to Businesses: We have applied for grants and are writing letters to different businesses asking for donation for our new gym floor fund.	1 year	Jackie Thompson and Jenny Peters	By the 2018-2019 School Year	Less than \$50.00 for the cost of letterhead and postage	School
Increase PTSA Fundraisers	Ongoing	The PTSA	Ongoing	\$0	N/A
An Alumni Wall will be built with the names of all of the alumni who donate to the gym floor fund.	Ongoing	The PTSA	By the 2015-2016 School Year	TBD	PTSA
Radio Ads & Billboards	6 Months	The PTSA	August 2014	\$1,200	PTSA

**Goal #3: Use social media to market our fundraising events**

Action Steps	Timeframe	Person(s) or Group Responsible	Projected Completion Date	Estimated Cost	Funding Source
TCA's facebook page, webpage and other social media sites will be used to market our fundraising events. We will monitor all hits on our webpage and likes on our facebook account.	Ongoing	Fr. Valle, Esmeralda De La Torre, Jenny Peters, and Crystal Repsel	Ongoing	\$0	N/A
Create Twitter Account	2017-2018	Fundraising committee	By the end of the 2017-2018 school year	\$0	N/A



<b>Goal #4: Expand awareness of our school and our social media outlets.</b>					
<b>Action Steps</b>	<b>Timeframe</b>	<b>Person(s) or Group Responsible</b>	<b>Projected Completion Date</b>	<b>Estimated Cost</b>	<b>Funding Source</b>
Use newspapers, newsletters, church bulletins, city webpages, realtors and other outlets to direct people to Trinity Catholic Academy School and webpage	Ongoing	Fundraising	Ongoing	Minimal	Fundraising
When people call or visit the school we document how they were made aware of TCA	Ongoing	School Office	Ongoing	Minimal	N/A

<b>Goal #5: Use marketing firm for short-term assistance in getting out messages for school</b>					
<b>Action Steps</b>	<b>Timeframe</b>	<b>Person(s) or Group Responsible</b>	<b>Projected Completion Date</b>	<b>Estimated Cost</b>	<b>Funding Source</b>
Attempt to find funding to hire short-term marketing firm	Ongoing	Mr. Carls	TBD	TBD	TBD

## Development

<b>Goal #1: Create an Alumni Base</b>					
<b>Action Steps</b>	<b>Timeframe</b>	<b>Person(s) or Group Responsible</b>	<b>Projected Completion Date</b>	<b>Estimated Cost</b>	<b>Funding Source</b>
Implementation of Alumni Tab on our website. Alumni can Register pertinent information	2016-2017	Fr. Valle	1 to 5 years	Not at this time	Fundraising

<b>Goal #2: Create a Development Coordinator Position.</b>					
<b>Action Steps</b>	<b>Timeframe</b>	<b>Person(s) or Group Responsible</b>	<b>Projected Completion Date</b>	<b>Estimated Cost</b>	<b>Funding Source</b>
TCA or La Salle Catholic Parishes will hire a Development Coordinator.	1 to 5 years	Fr. Dittmer	By the start of the 2020 school year.	TBD	Parish/School

<b>Goal #3: Planned Giving</b>					
<b>Action Steps</b>	<b>Timeframe</b>	<b>Person(s) or Group Responsible</b>	<b>Projected Completion Date</b>	<b>Estimated Cost</b>	<b>Funding Source</b>
Create a gift program	1 to 5 years	Fr. Dittmer	1 year	\$5,000	Parishes
Implementation of Plan	June 2018	Fr. Dittmer	By June 2018	TBD	Parishes

## **Facilities**

<b>Goal #1: New Security doors for all entrances to TCA K-8 Building</b>					
<b>Action Steps</b>	<b>Timeframe</b>	<b>Person(s) or Group Responsible</b>	<b>Projected Completion Date</b>	<b>Estimated Cost</b>	<b>Funding Source</b>
New 4 <sup>th</sup> Street Front Entrance Doors	1 to 5 years	Dads for Trinity	2018	\$2,000	Line Item/Budget
New Gymnasium Doors	1 to 5 years	Dads for Trinity	2018	\$2,000	Line Item/Budget
New Playground Entrance Doors	1 to 5 years	Dads for Trinity	2019	\$2,000	Line Item/Budget
New Gooding Street Entrance Doors	1 to 5 years	Dads for Trinity	2020	\$2,000	Line Item/Budget

<b>Goal #2: Improvement to our bathrooms by replacing the doors, handles and stalls.</b>					
<b>Action Steps</b>	<b>Timeframe</b>	<b>Person(s) or Group Responsible</b>	<b>Projected Completion Date</b>	<b>Estimated Cost</b>	<b>Funding Source</b>
Boys restrooms	1-5 years	Dads for Trinity	2018	TBD	Line Item/Budget
Girls restrooms	1-5 years	Dads for Trinity	2019	TBD	Line Item/Budget

<b>Goal #3: TCA's Dads for Trinity will reorganize to focus on further involvement and development in the parish and the school.</b>					
<b>Action Steps</b>	<b>Timeframe</b>	<b>Person(s) or Group Responsible</b>	<b>Projected Completion Date</b>	<b>Estimated Cost</b>	<b>Funding Source</b>
Our current Dads for Trinity members will recruit new members and have social events to discuss and schedule workdays to improve our school.	2016-2017 school year	Alec Hueneburg, Jon Duncan, and our current Dads for Trinity Group	2016-2017 school year	\$0	N/A

## Finances

<b>Goal #1: Lessen the schools reliance on Parish Subsidies by increasing enrolment and tuition.</b>					
<b>Action Steps</b>	<b>Timeframe</b>	<b>Person(s) or Group Responsible</b>	<b>Projected Completion Date</b>	<b>Estimated Cost</b>	<b>Funding Source</b>
Alumni appeal	2 years	Fr. Valle	2017	TBD	School/Parish
Recruitment/Parish Children	2 years	Fr. Valle	2017	TBD	School/Parish

<b>Goal #2: Continually re-evaluate the schools purchased services.</b>					
<b>Action Steps</b>	<b>Timeframe</b>	<b>Person(s) or Group Responsible</b>	<b>Projected Completion Date</b>	<b>Estimated Cost</b>	<b>Funding Source</b>
Review Utilities	Annually	Mr. Carls	Ongoing	\$0	N/A
Review Phone Lines in the Holy Rosary Building	Annually	Mr. Carls		\$0	N/A