



# SHINING BRIGHTLY TO 2019 STRATEGIC PLAN



*The Catholic High School of Baltimore*  
[www.TheCatholicHighSchool.org](http://www.TheCatholicHighSchool.org)



# *Message from the Board Chair and President...*

Dear Friends of Catholic High,

We are pleased and excited to present to you our new strategic plan – ***Shining Brightly to 2019***.

The strategic planning process was led by the TCHS Board of Trustees. We are deeply grateful to our Board Members and especially the members of the Strategic Planning Committee, chaired by Patricia Bonner McElroy '78. We also wish to thank the many individuals representing a cross-section of our stakeholders who helped to create this vision for our future. The plan took over a year to finalize and was approved at the June 2016 Board of Trustees Meeting.

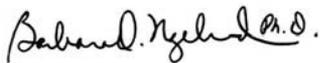
***Shining Brightly to 2019*** represents a well-planned opportunity to usher *The Catholic High School of Baltimore* into the future. It provides exciting possibilities for educating and empowering the young women of Catholic High. It is focused on mission, while emphasizing our commitment to academic excellence, responsible leadership and Christian Community Service.

We appreciate the time and effort of many to help complete our strategic planning process. ***Shining Brightly to 2019*** is a vision filled with passion, creativity, and challenge that will guide us into the near future and beyond.

Most sincerely,



Tonie Staudenmaier Wallace-Aitken '65  
TCHS Board of Trustees Chair



Barbara D. Nazelrod, Ph.D. '68  
President



## **HISTORY OF *THE CATHOLIC HIGH SCHOOL OF BALTIMORE***

With the permission of the Most Reverend Michael J. Curley, Archbishop of Baltimore from 1921 to 1947, and through the efforts of Mother Mary Generosa McCafferty, Provincial Superior of the Sisters of St. Francis of Philadelphia, a new Catholic high school was erected during the period of 1938 to 1939.

The property was known as the Raming Estate, located in northeast Baltimore on the west side of Edison Highway. The name of the institution as presented to the Archbishop read: "The Curley High School of Baltimore." Not wishing the school to be named after himself, Archbishop Curley substituted the word "Catholic" for "Curley" and thus the title was incorporated.

Classes began on September 6, 1939 with a student body of 254 freshmen. The faculty consisted of the Sisters of St. Francis of Glen Riddle, Pennsylvania. The Class of 1943 had the responsibility and privilege of laying the foundation upon which Catholic High's traditions would rest.

*The Catholic High School of Baltimore* continues today under the sponsorship of the Sisters of St. Francis of Philadelphia.

## **MISSION STATEMENT**

Empowered by Gospel values and rooted in the spirit and tradition of Saints Francis and Clare of Assisi, The Catholic High School of Baltimore, a sponsored institution of the Sisters of St. Francis of Philadelphia, is dedicated to the education of young women in an environment that fosters Christian attitudes of dignity and respect for the human person and all of creation.

In our mission, we recognize that through education the empowerment of women can effect the transformation of our society. Therefore, we challenge our school community to academic excellence, to responsible leadership, and to Christian community service.

## 2016-2019 STRATEGIC PLAN GOALS & OBJECTIVES

1. *The Catholic High School of Baltimore* will promote and integrate Franciscan Values of reverence, integrity, service, excellence, and stewardship in the programs and culture of the school.

- Enrich and expand the pastoral role of Campus Ministry in the school community.
- Develop and implement community service programs – local, state, national and global.
- Establish programs/forums to teach the art of compromise, conflict resolution, and cultural diversity to faculty/staff, students and parents.
- Enhance our Green School Program empowering students to make decisions and take actions that promote and maintain ideal relationships with the environment.

2. *The Catholic High School of Baltimore* will develop intellectual curiosity through academic programs which prepare young women for success in college, career paths, and society.

- Offer innovative courses to increase enrollment and retention.
- Implement 21st century learning in order to enhance our academic programs beginning summer of 2016.
- Enhance our Global Initiative.
- Enhance our college planning process to increase the number of our graduates obtaining a post-secondary or higher degree beginning summer of 2016.
- Maintain a professional learning environment that continues to advance faculty and staff development.

3. *The Catholic High School of Baltimore* will strengthen volunteer development by fostering dignity and respect while encouraging growth of the institution.

- Strengthen Board through clarification of roles, responsibilities and evaluation process.
- Increase adult volunteer activities by implementing a volunteer recruitment and training program for alumnae and parents.
- Develop a student volunteer program that encompasses the mission of the Franciscan Community

**4. *The Catholic High School of Baltimore*** will maintain the highest standards of financial stewardship.

- Develop and manage balanced operating budgets.
- Update and augment existing administrative policies and controls that enhance the fiscal integrity and efficient functionality of the school's business operations.

**5. *The Catholic High School of Baltimore*** will develop a master facilities plan that extends the useful life of the facility well into the 21st Century.

- Create a five-year capital spending plan based on periodic facilities assessments and the facilities master plan.
- Develop and implement a campus wide Safety program that includes but is not limited to the physical and technical security profile of the campus and school building.
- Develop and implement a campus master plan.

**6. *The Catholic High School of Baltimore*** will promote itself as a leader in empowering young women through their Catholic college preparatory education by building upon its strong financial foundation and promoting its brand through an aggressive marketing and public relations effort.

- Grow Annual Giving to \$800,000.
- Manage 75th Anniversary Campaign pledge collection resulting in 95% response.
- Continue to increase and develop the Planned Giving Program.
- Increase Alumnae participation in Annual Giving from 14% to 17%.
- Maintain a comprehensive and aggressive marketing, public relations, and social media program that focuses on enrollment and clearly communicates the Catholic High brand.
- Continue to enhance the Major Gifts Program.
- Explore establishing a Corporate and Institutional Partnership Program.
- Determine the feasibility to plan and initiate a capital campaign with the 80th Anniversary.
- Increase Alumnae engagement in committees and events.

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