

## Operational Vitality

### Standard 13

**An excellent Catholic school enacts a comprehensive plan for institutional advancement based on a compelling mission through communications, marketing, enrollment management and development.**

#### Narrative Summary

St. George Catholic School plans for institutional advancement through communications, marketing, enrollment management and development. Communication among all stakeholders is integral to the success of St. George Catholic School.

#### Commendations

The primary method of communication used by St. George Catholic School is the school website, [www.st-georgeschool.com](http://www.st-georgeschool.com). The website is updated daily to ensure current, relevant information is available to stakeholders. In 2013, the St. George Catholic School website was updated to be more user-friendly. In 2014, a mobile website was added so that stakeholders could access communications via their cellular phones.

Communication between the school and families is done through RenWeb, St. George Catholic School's online school management program. Teachers update their RenWeb site and parents access the updated information. RenWeb also houses a gradebook which allows parents real time access to grades.

Weekly, parents also receive a school correspondence, Dragon Tales. Dragon Tales provides families with information pertaining to school schedules and upcoming events. Faculty members receive a weekly correspondence, Dragon Smoke. Dragon Smoke communicates internal information about the day-to-day operations of the school.

Twice a year, fall and spring, parents have the opportunity to formally conference with their child's teacher. Fall conferences are mandatory for all grade levels. Spring conferences are mandatory for DK-4th grade students with 5th - 8th being optional. Families also have the option to request a conference at any time.

St. George Catholic School also has an Individual Student Needs Committee that reviews educational and psychological evaluations of each student and helps to determine appropriate accommodations. A formal meeting between the parents, teachers and guidance counselor and administration is scheduled to review specific needs and accommodations.

St. George Catholic School is located in thriving South Baton Rouge and is also visible from the busy interstate. St. George Catholic School's most effective form of marketing is word of mouth. Many students attend St. George Catholic School because it is known as a school of excellence within the Baton Rouge community. Other forms of marketing are the St. George Catholic School website, FaceBook page, St. George Church Bulletin and advertisements and articles in local magazines and newspapers.

The school stationary was revised in 2014 to better emphasize the relationship between St. George Church and St. George School. A marketing brochure was also developed and printed for distribution to new families interested in St. George Catholic School.

### **Enrollment Management**

St. George Catholic School is known as a school of excellence in the Baton Rouge area. Many of the students attending St. George Catholic School are children and/or grandchildren of former students. New in 2014-2015, all registration and enrollment processes are completed online. New students are accepted following the admission guidelines which give preference to in-parish Catholics as stated on the school website and within the Parent Handbook. All new families to St. George participate in a face-to-face meeting with the school principal. St. George Catholic School will keep the applications of non-accepted students on file for one year.

## **Development**

St. George Catholic School has five main funding sources: school tuition and fees, St. George Parish Fair and St. George Parish Auction, subsidy from St. George Church and Home and School Tuition Raffle.

## **Recommendations**

St. George Catholic School does not keep a formal waiting list. Rather, applications are kept for one year. A formal waiting list would ensure fair acceptance of those who have applied as openings become available.

St. George Catholic School does not have a systematic, formal, written marketing plan, enrollment management plan, or development plan. Since these plans have not been developed, St. George Catholic School relies on word-of-mouth and the school location for enrollment success. St. George Catholic School does not track school alumni or reach out to alumni in any formal fashion. This is evidenced by the AdvancEd Program Effectiveness survey of 2013 that reports only 72% of staff believe that St. George has an institutional advancement plan, based on the mission, which uses current and effective strategies for communications, marketing, enrollment management, and development.

## **Rating of Standard**

Based on the information, benchmark worksheets and evidence provided for Operational Vitality Standard 13, St. George Catholic School received a rating of 3.