

STRATEGIC

PLAN

2017-2022

MISSION STATEMENT

As a diverse faith and learning community, Brother Rice High School is committed to living the Essential Elements of an Edmund Rice Christian Brother Education. We embrace our mission to educate young men to act manfully in Christ Jesus; to advocate for social justice; to prepare them, academically and personally, to pursue excellence in college, in their chosen careers and beyond.

SPIRITUAL

GOAL ONE

Integrate the vision of Edmund Rice International into our school and local community. Understanding the difference between charity and justice would be a pivotal part of the plan.

ACTION PLAN:

- Develop a team of 6-8 people consisting of Brother Rice High School students, parents, and faculty (and other interested people) to facilitate our spiritual goals.
- Student development of social justice initiatives under the direction of Fr. Mark Walter and Mr. Michael Dolan in collaboration with the Theology Department, and other interested faculty/staff.
- Shorter immersion experiences regarding social concerns and social justice issues would be offered to more students, with a focus on, but not limited to junior students.

GOAL TWO

Continue to offer prayer services and retreats that reflect our Catholic heritage, sustaining our motto: **Act Manfully in Christ Jesus.**

ACTION PLAN:

- Formational additions to the spiritual life of the student will include:
 - Freshman: Catholic Identity and Beliefs
 - Sophomore: Praying Scripture
 - Junior: Social Justice
 - Senior: Transitioning into Adult Faith
 - All Students: Vocation Awareness and Discernment

CURRICULUM AND INSTRUCTION

GOAL

Review/update academic curriculum programs and related services in order to promote innovative teaching approaches.

ACTION PLAN:

- Faculty across the curriculum will incorporate instruction focused on developing students' presentation and public speaking skills.
- Explore possibilities for students to utilize emerging technologies to foster critical thinking skills for college and career readiness.
- Develop a class in Financial Literacy to increase students levels of competency and knowledge related to investing, borrowing, estate planning, etc.

DEVELOPMENT

GOAL ONE

Consistent with the expectations of the Edmund Rice Christian Brothers, strengthen the Board through committee structure and better alignment between Board capabilities and the needs of the school with focus on financial support.

ACTION PLAN:

- Enhance the Board profile matrix.
- Under the direction of the Governance Committee, create a performance assessment for individual Board members.

GOAL TWO

Continue to implement strategies and measures designed to increase funding with special emphasis on unrestricted gifts, Lifeguard funding, and capital improvement projects.

ACTION PLAN:

- Improve accountability through monitoring and assessing staff performance in all areas of fundraising.

ENROLLMENT

GOAL ONE

Sustain and increase enrollment in accordance with academic standards of Brother Rice High School to reflect a well-balanced and diversified student body.

ACTION PLAN:

- Strategic use of Instagram and Snapchat social media platforms to connect with prospective student audience and showcase the successes and events at Brother Rice.
- A renewed dedication to growing attendance and enhancing experience of Brother Rice summer camps.
- Increase the amount of opportunities to interact with Brother Rice athletics and clubs.
- Continue to develop relationships with outside scholarship organizations and work in conjunction with IA staff to develop more scholarship opportunities.

GOAL TWO

Energize and cultivate the Brother Rice network to enhance the efforts of the Brother Rice Enrollment Plan.

ACTION PLAN:

- Create an official student ambassador group to assist the admissions office in prospective student recruitment. Increase touches, follow up and lead discovery.
- Continue to grow and develop relationships with current and prospective families, alumni, and community influencers to assist in the efforts of the admissions staff.
- Continue to foster a friendly and welcoming environment within the faculty/staff of Brother Rice High School.

MARKETING

GOAL ONE

Market Brother Rice's mission through more targeted means so that all constituents are better informed.

ACTION PLAN:

- Utilize demographic and geographical data to create marketing pieces targeted towards all constituents, specifically admissions and development.
- Create greater brand awareness in the marketplace by highlighting the mission within all Brother Rice channels.

GOAL TWO

Create and cultivate an outside team of constituents who will help to publicize the happenings throughout the Brother Rice community.

ACTION PLAN:

- Identify community influencers, online and personally who demonstrate their support for Brother Rice and have influence throughout their communities.
- Provide a platform for this community to disseminate and discuss Brother Rice news and events. Develop a VIP program for these influencers to reward and support their efforts.

BUILDINGS AND GROUNDS

GOAL ONE

Develop and implement a Maintenance Plan that will result in regular maintenance, and upgrades to our building and grounds, including all infrastructure, security and fire systems, and utilities such as gas, water, electrical, technology, etc., etc. systems to a level that adequately supports all current programs and activities.

ACTION PLAN:

- Develop and implement plan.
- Establish and implement a preventative maintenance calendar which includes annual inspections and routine maintenance of all systems – security, fire, gas, water, electric, technology, etc.
- Ensure school grounds are attractively landscaped and well groomed.
- Ensure that all utilities are compliant with Illinois code.

GOAL TWO

Identify replacement needs for all capital projects such as roofing, mechanical, heating and air conditioning, field turf, etc.

ACTION PLAN:

- Work with the Finance Committee, the Board, and the Administration to ensure funding for such projects.

GOAL THREE

Focus on updating the Chapel.

ACTION PLAN:

- Secure funding for renovations to the Chapel.