

**ST. JOHN THE
BAPTIST SCHOOL**

500 S. 18th St.
Plattsmouth, NE 68048



Stjbcatholic.com

STRATEGIC PLAN

2020-2025

BUILDING A
BRIGHTER FUTURE,
TOGETHER!



LETTER FROM OUR PASTOR

Dear Families and Friends of St. John the Baptist Catholic School:

For 136 proud years, St. John the Baptist Catholic School has made its mark in the community of Plattsmouth and in the hearts and minds of many young students and their families. Our school was not founded on the initiative of any bishop, priest, or religious man or woman, but on the initiative of the Catholic people of the area, who wanted to ensure the ability to offer the treasure of the distinctive Catholic school experience to the young men and women of this community, whether or not they were Catholic themselves.

Over the years, there have been many difficulties to overcome, but the school has endured the passage of two world wars and the Great Depression, among many other trying times. In fact, it has most recently survived a financial crisis which threatened to close its doors permanently. Due to the leadership and interest of many people, the school not only survived, but is well-poised to meet the challenges of the rest of the twenty-first century, the third century in which it has existed. Many of you were involved in the strategic planning process which reinvigorated our school and community in the last few years that are making this possible.

As a part of the strategic planning process, the School Advisory Council (SAC) and school administration recently evaluated our current mission statement – *"We, the community of St. John the Baptist School, will grow spiritually and academically in accordance with God's will."* A mission statement is an incredibly important navigational tool as we think about the future of our school and the goals we want to accomplish in order to be successful and sustainable. As a result of these efforts a new mission statement was adopted for our school. We believe our new mission statement better reflects our school's purpose and aligns well with the vision and future plans we have for the school.

OUR VISION:

We develop life-long learners, who upon graduation are academically prepared for high school education, grounded in their faith, balanced physically and emotionally and socially, and actively engaged as servant leaders who will use their gifts to help others know God.

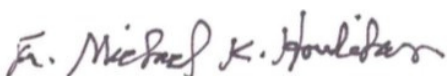
MISSION:

Rooted in our Catholic values and committed to academic excellence, St. John the Baptist Catholic School is dedicated to forming the whole child – mind, heart and soul.

Now we face a "novel" challenge, the coronavirus pandemic, which is sending our school and all other schools the chance to advance education in new ways. Once again, we are in need of the energy and support of our families and friends at this remarkable time, to help us achieve our goals and implement the strategic plans of the school. Many people have contributed to this so far and we are looking for even more people to join in the process of keeping the special treasure we have here strong and healthy, to bring the Good News of Jesus Christ to new generations of families. We have a good thing, and we want to make it even better.

I hope that you will prayerfully join me and the wonderful people that want to ensure the continuing of that treasure, undiminished and enriched, far into the future.

I remain sincerely yours in Christ,



STRATEGIC PILLARS

CATHOLIC IDENTITY:

StJB provides a Catholic experience for students with emphasis on the teachings of Christ, spiritual growth, participation in the sacraments, prayer and community service, all in a distinct Catholic environment while welcoming families of all faiths.

STUDENT ENRICHMENT:

StJB engages students beyond the classroom, providing for the social, physical, intellectual, spiritual, creative and moral development of each student through a variety of activities and programs.

ENROLLMENT & MARKETING:

StJB will effectively tell its unique story, as well as market its brand, to stakeholders (school families, alumni, parish, donors/partners, media and community) as a means to increase enrollment, retain current families and identify new funding opportunities and partnerships.

CULTURE AND COMMUNICATIONS:

StJB will build an engaged school community by creating a welcoming environment and building collaborative and cooperative relationships that focus on open, honest, timely and multi-directional communication. The school will create a shared and transparent accountability system that supports continuous school improvement and high satisfaction among families (with a focus on staff, internal parish/school organizations and committees).

ADVANCEMENT:

StJB strives to be financially responsible and stable in the management of school funds. Attention is given to scenario and strategic planning, budgeting and generating new revenue streams to ensure tuition remains affordable, teacher compensation is competitive, operations budgets are adequate, future scholarships/financial aid are available, the school building as well-maintained and curriculum and technology needs are met.



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School Advisory Council Members & Pillar Oversight:

Andy Hanneman, Advancement

Amanda Scherlie, Enrollment & Marketing

Melicca Carpenter, Culture & Communication

Jacob Schuette, Catholic Identity

Jen Moss, Student Enrichment

Rachel Hendershot, Student Enrichment

LET'S DO THIS TOGETHER!

Please prayerfully consider becoming a part of our Strategic Planning Committee. For more information, or to download an application, visit: stjbcatholic.com/strategic-plan.

