

Catholic School Management Strategic Management and Development Programs

A four-year, flagship program of clear objectives and outcomes that institutionalizes the best practices that lead to long-term school vision, vibrancy and vitality. This cost effective solution provides regular exposure to high quality consulting services that create lasting change.



Catholic School Management is convinced that successful development and enrollment management programs can be carried out at the Catholic elementary school level with minimal or no paid professional staff if the appropriate steps are taken by diocesan, school, and parish leaders in collaboration with individuals from the parent and professional communities.

- **Year 1:** Board Development and Strategic Planning
- **Year 2:** Comprehensive Communication and Marketing Plans
- **Year 3:** Enrollment Management and Annual Fund Plans
- **Year 4:** Programs of Planned Giving to Grow Endowment

Strategic Management and Development Programs recognize that each Catholic school is unique from its mission to its community. The four-year relationship is designed to go beyond what can be achieved in 'one and done' workshops by allowing the time to appropriately sequence and monitor implementation. Best practices and innovative strategies are not only introduced, but discussed in order to ensure suitability and allow for the kind of customization that produces the desired return for the work invested.

"Just focusing on our image and how we're perceived has been able to grow or at least stabilize our enrollments. This program has been a benefit for all of us."

Peggy Schoenfuss
Superintendent
Diocese of Superior

"We are at an all time high for enrollment with a retention rate of 94.6% and a 16% increase in overall enrollment. The quarterly newsletter has been great with generating more donations. Last Thursday I received a \$5,000 check from an alum!"

Laura Jo Jarchow
Principal
St. Mary School



A division of Christian Brothers Services

Strategy | Planning | Leadership

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Customize Your Approach

Choose an SMDP option that works with your circumstances, geography and school configurations.

Complete SMDP

For cohorts of six schools or more, with each school teamed with an experienced consultant. A CSM consultant teams with a Diocesan leader or liaison and typically visits three schools within a reasonable proximity in the course of a day.

Format and Delivery

Annual seminars are presented in a central location for teams from all schools to introduce key concepts. Key concepts and supporting strategies are then customized and reinforced with individual meetings at each school, six times per year. Each meeting is followed up with a letter to the school leaders inclusive of topics discussed, key considerations, timelines, and supporting materials.

Modified SMDP

Designed for large numbers of schools, two days of seminar presentations start and end the school year to give structure and are then supported by two video conference sessions to extend content and ensure success.

Partnership with Diocesan Staff

Collaboration with and support provided for diocesan schools office personnel to guide school-based follow up throughout the year.

All seminars include presentation materials, large and small group discussion and activities, an electronic resource guide, and opportunity to review samples and best practice examples.



The Value of CSM Services

"Applying the skills developed through this four-year program, we have improved communication, increased attendance, and plotted an achievable strategic plan! We're currently expanding our preschool and planning for a new Jr. High classroom and STEM Center. We are most grateful for your partnership as we continue our mission of providing quality, Catholic education and faith formation."

Sue Long
Principal
Our Lady of the Assumption School



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