

2011-2014 Strategic Planning Process

To guide its policy-making and the Academy's continued development for the next three years, in spring 2011, the Board of Trustees commissioned the development of an updated strategic plan and charged a committee of stakeholders, including trustees and representatives of the Academy's administration, faculty, staff, alumnae and parents, with developing the 2011-2014 plan. Input also was obtained from students and additional faculty, staff and parents in crafting the plan. Major objectives from the 2010 Middle States Association re-accreditation process are included in the plan.

The 2011-2014 strategic plan addresses all major dimensions of the Academy's life, as reflected by the goal areas, and affirms its commitment to advancing academic excellence in an environment that fosters outstanding opportunities for character and spiritual development. The strategic plan establishes direction to maintain enrollment and expand community support. The faculty and staff commitment to translating Franciscan beliefs into action provides the foundation for the Academy's mission.



www.ImmaculataAcademy.com

A COMPASS FOR THE FUTURE
IMMACULATA ACADEMY
STRATEGIC PLAN 2011-2014

Preface

Beliefs

Established in 1928 by the Franciscan Sisters of St. Joseph, Immaculata Academy has provided college preparatory education for young women for over 80 years, guided by the Franciscan belief that:

- the HARMONY of God's creation models the world we strive to build.
- every person is created in the image of God, deserving of RESPECT and dignity as a brother or sister.
- with compassionate concern and purposeful SERVICE to those with varying needs, justice prevails.
- PEACEMAKING and peacekeeping promote greater acceptance of diversity in the world.
- STEWARDSHIP, the responsible use of human, material and financial resources, promotes a balanced environment.
- a life of simplicity and humility brings about a JOYFUL spirit and strong personal character.
- the Eucharist, PRAYER and all expressions of our Catholic faith constitute the core of who we are.

Mission Statement

IMMACULATA ACADEMY, a private, Catholic, college preparatory high school, is dedicated to educating women based on Franciscan values. In the spirit of family, our goal for each student is that she maximize her potential academically, spiritually and personally, so as to be an instrument of positive change in society.

STRATEGIC PLAN GOALS: 2011-2014

SPIRITUAL LIFE

1. Students understand the correlation between learning about their faith and putting their faith into action through service.

ACADEMIC LIFE

1. Students demonstrate improved academic performance.
2. Students learn to better appreciate the fine arts.

EXTRACURRICULAR LIFE

1. Junior and senior students demonstrate greater maturity and sense of responsibility for their own successes.

RECRUITMENT AND ENROLLMENT

1. Enroll a freshman class of at least 55-60 students each year.
2. Maintain an annual student attrition rate of less than 5%.
3. Maintain enrollment and a faculty staffing level that is consistent with the marketability of a personalized education.

PUBLIC RELATIONS AND MARKETING

1. Increase the scope and depth of Immaculata Academy's recognition in the community as THE Catholic Franciscan female high school of choice.

FINANCE

1. Systematically strengthen the financial position of the Academy.
2. Ensure a strong financial reporting system.

INSTITUTIONAL ADVANCEMENT

1. Increase fundraising revenues each year.
2. Research capital campaign feasibility and proceed as determined to be feasible.

ALUMNAE RELATIONS

1. Increase alumnae involvement with Immaculata Academy.

TECHNOLOGY

1. Maintain a comprehensive approach to technology at the Academy.
2. Update the technology plan as required by new developments.

PHYSICAL PLANT

1. Maintain an up-to-date survey of the physical plant and campus.