



STRATEGIC PLAN PRESENTATION | 2024-2025

January 21, 2025



CATHOLIC IDENTITY

GOAL #1:

Foster a supportive, faith-filled environment for faculty and staff

ACTION	WHO	COST/FUNDING	DUE DATE	STATUS
Action Item 1 Provide professional development for faculty surrounding religion curricula	Director of Prek-8 Academics with assistance from the Clergy on School Board	TBD	SY 25/26 PD Plan	
Action Item 2 Increase retreat offerings	Head of School with assistance from the Clergy on School Board	TBD	Lent 2025 and Aug 2025	
Action Item 3 Provide weekly opportunities for faculty and staff to pray with one another before or after school	Clergy on School Board	n/a	Lent 2025	

GOAL #2:

Continue to engage students in robust faith formation

ACTION	WHO	COST/FUNDING	DUE DATE	STATUS
Action Item 1 Continue to collaborate with the Pastor in offering masses, adoration, rosaries, and reconciliation	Director of Prek-8 Academics and the Pastor	n/a	SY 24/25	
Action Item 2 Expand retreat offerings for grades 2 through 8	Director of Prek-8 Academics and the Clergy on School Board	TBD	SY 25/26	
Action Item 3 Encourage students to become altar servers, singers, and lectors in their home parishes	Faculty/Staff Administration Clergy	n/a	Lent 2025	
Action Item 4 Develop relationships with the historical Catholic immigrant societies by learning their histories, celebrating their feasts and working with them directly on their charitable efforts	Director of Prek-8 Academics Clergy	n/a	Lent 2026	

GOAL #3:

Increase faith-building activities for parents/guardians

ACTION	WHO	COST/FUNDING	DUE DATE	STATUS
Action Item 1 Offer adult Catholic formation activities	Head of School and the Pastor	n/a	SY 25/26	
Action Item 2 Offer retreat opportunities for parents/guardians	Head of School and the Clergy on School Board	TBD	SY 26/27	
Action Item 3 Create a St. John School Prayer Book to share with families	Faculty/Staff Administration Clergy	n/a	January 2026	



ENROLLMENT / RETENTION

GOAL #1:

Increase enrollment by 12% year 1 and continue with an incremental increase of 22% for year 2

ACTION	WHO	COST/FUNDING	DUE DATE	STATUS
Action Item 1 Expand access to grants - research and apply for Pre-K grants or other available school grants to enhance funding opportunities	Director of Admissions/Enrollment / Head of School	TBD	SY 25/26	
Action Item 2 Develop a strategic partnership with Good Shepherd School – along with others – to serve as a feeder into the Pre-k and Kindergarten program	Director of Admissions/Enrollment / Head of School	TBD	SY 25/26	
Action Item 3 Host 2 open houses per year (fall and winter/early spring). Schedule one on the weekend to accommodate working parents and allow people to bring kids; offer continual tours throughout the school year as parents request	Director of Admissions/Enrollment and Head of School (along with teachers and select parents/students)	TBD	SY 25/26	

GOAL #1 (CONTINUED):

Increase enrollment by 12% year 1 and continue with an incremental increase of 22% for year 2

ACTION	WHO	COST/FUNDING	DUE DATE	STATUS
Action Item 4 Utilize school website and social media channels to advertise open houses and tours	Director of Admissions/Enrollment	n/a	SY 24/25	
Action Item 5 Identify new programs to market the school - Back to School night, school fairs/science fair, virtual tours for prospective families for website and social media channels	Director of Admissions/Enrollment	TBD	SY 24/25; implement SY 25/26	
Action Item 6 Engage parents, staff and students as ambassadors in marketing and student recruitment process	Director of Admissions/Enrollment	n/a	SY 24/25	

GOAL #1 (CONTINUED):

Increase enrollment by 12% year 1 and continue with an incremental increase of 22% for year 2

ACTION	WHO	COST/FUNDING	DUE DATE	STATUS
Action Item 7 Attend area school events to share the St. John School message and introduce school	Director of Admissions/Enrollment	TBD	SY 24/25	
Action Item 8 Track tours/open houses and provide follow up to all attendees	Director of Admissions/Enrollment	n/a	SY 24/25	
Action Item 9 Use data informed strategy informed by our mission to align the grades we serve with our family and community needs	Head of School/Board	n/a	SY 25/26	

GOAL #2:

Marketing and public relations strategy

ACTION	WHO	COST/FUNDING	DUE DATE	STATUS
Action Item 1 Develop and implement multi-faceted marketing plan that reflects St. John School brand, values and mission	Director of Admissions/Enrollment and Head of School	n/a	SY 24/25	
Action Item 2 Enhance storytelling and public relations with external marketing communications and social media focusing on school academic offerings and after school offerings (utilize videos – including an <i>Inside the Classroom with Annemarie/Lauren series</i> - and photos of in class learning, use the names of the various curricula throughout posts)	Director of Admissions/Enrollment and Director of Prek-8 Academics	TBD	SY 24/25	

GOAL #2 (CONTINUED):

Marketing and public relations strategy

ACTION	WHO	COST/FUNDING	DUE DATE	STATUS
Action Item 3 Advertise in targeted news publications as well as key parent publications; and social media	Director of Admissions/Enrollment	TBD	Jan 2025	
Action Item 4 Mail out open house postcards twice a year announcing open houses based on targeted demographics; advertise Saturday open house via postcard	Director of Admissions/Enrollment	TBD	Summer 2025 and Winter 2025	
Action Item 5 Determine target audience using surrounding area demographics (age, towns, etc.)	Director of Admissions/Enrollment and Head of School	n/a	Jan 2025	

GOAL #2 (CONTINUED):

Marketing and public relations strategy

ACTION	WHO	COST/FUNDING	DUE DATE	STATUS
Action Item 6 Identify opportunities to re-market the school to current families (use as ambassadors – parents, alumni and students), give them talking points to use for prospective parents	Director of Admissions/Enrollment and Head of School	n/a	SY 24/25	
Action Item 7 Increase opportunities to share SJS featured learning curricula and new programs (AI/MIT program) with local print, online and tv news channels	Director of Admissions/Enrollment	n/a	SY 24/25	
Action Item 8 Continue to share St. John School brochure to local programs / libraries / churches / high schools with younger siblings	Director of Admissions/Enrollment	TBD	SY 24/25	
Action Item 9 Track website, social media and ad metrics	Director of Admissions/Enrollment	n/a	SY 24/25	

GOAL #3:

Enhance academic, afterschool and summer offerings

ACTION	WHO	COST/FUNDING	DUE DATE	STATUS
Action Item 1 Expand on curricula offerings STEM, technology, Tower Garden	Director of Prek-8 Academics/Head of School	TBD	SY 25/26	
Action Item 2 Strengthen community engagement by providing students and parents with more volunteer opportunities and community service opportunities in the neighborhood	Director of Admissions/Enrollment	n/a	SY 25/26	
Action Item 3 Continuously highlight the afterschool program offerings and success stories of student's academics - with a constant focus on the academic side	Director of Admissions/Enrollment	n/a	SY 24/25	

The background of the slide features a woman with dark hair, smiling, wearing a light-colored cardigan over a white top. She is positioned in front of a large cluster of silver balloons. To her left is a large, dark blue shield-shaped sign with the letters 'S', 'J', and 'S' in a large, light blue font. Below these letters, the text 'ST. JOHN SCHOOL' and 'NORTH END OF BOSTON' is visible in a smaller, light blue font. The entire scene is overlaid with a semi-transparent dark blue filter.

DEVELOPMENT

GOAL #1:

Increase donation income 10% per year

ACTION	WHO	COST/FUNDING	DUE DATE	STATUS
Action Item 1 Develop a centralized record, such as low-cost CRM, to maintain past and prospective donors with contact information, donor type, donation history and other data that will support donor outreach efforts as well as more robust reporting	Director of Admissions/Enrollment	TBD	June 2025	In progress
Action Item 2 Implement a process for sending periodic emails to past and prospective donors that provides them with school updates and status and results of fundraising initiatives, etc. with the goal of encouraging future donations	Director of Admissions/Enrollment /Andy	TBD	Sept 2025	

GOAL #1 (CONTINUED):

Increase donation income 10% per year

ACTION	WHO	COST/FUNDING	DUE DATE	STATUS
Action Item 3 Implement a process for identifying and cultivating relationships with large prospective donors with the goal of maintaining those relationships over the long term. For example, ask board members and well-connected parents to identify potential large donors. Initiate relationships with them by meeting with them to tell the SJS story, bringing them in for a school visit, periodic follow-up, etc. Leverage F&SA. Goal to turn at least 25% of those relationships into actual donations. Include expectations in Board role description	Development Resource?	TBD	June 2026	

GOAL #1 (CONTINUED):

Increase donation income 10% per year

ACTION	WHO	COST/FUNDING	DUE DATE	STATUS
Action Item 4 Develop tiered sponsorship levels based on defined factors such as number of years donating, amount donated, etc. and define the benefits for each	Kara	TBD	March 2025	
Action Item 5 Identify sponsors to donate and ensure we are following up to provide them with the benefits they are supposed to receive per our defined tiering	Head of School/Director of Student/Family Engagement / Development Resource	TBD	March 2025	
Action Item 6 Identify lists of large local companies that provide employee matching programs and highlight this potential benefit in donation materials	Development Resource	TBD	March 2026	

GOAL #2:

Implement a formal development program

ACTION	WHO	COST/FUNDING	DUE DATE	STATUS
Action Item 1 Identify and secure resources (at least one part time resource initially) needed to support and grow the school's Development Program	Head of School	TBD	Sept 2025	
Action Item 2 Implement a marketing strategy for fundraising and development efforts including defining the "SJS Story" in a way that will draw donors in and explain "Why donate to SJS?"	Director of Admissions/Enrollment /Andy/Marketing Resource	TBD	June 2026	
Action Item 3 Coordinate with Administration, Board, and Committees on defining how donations will be utilized (e.g., Operating Fund vs. Capital Improvements vs. Enrichment Programs)	Head of School/Development Committee	TBD	Jan 2025 as part of the budgeting process and annually thereafter	

GOAL #2 (CONTINUED):

Implement a formal development program

ACTION	WHO	COST/FUNDING	DUE DATE	STATUS
Action Item 4 Issue an annual report to donors that includes fundraising results, donor names by tier, possibly feature a donor, alum or student, and describe how funds were used, etc.; also ensure that donors receive notes of recognition on-going	Development Resource	TBD	Dec 2025	
Action Item 5 Develop and maintain a formal Development Plan	Development Resource	TBD	June 2026	

GOAL #3:

Define and expand strategy for fundraising activities

ACTION	WHO	COST/FUNDING	DUE DATE	STATUS
Action 1 Identify and prioritize fundraising events that will maximize donations relative to effort involved as well as strengthen community (e.g. cost-benefit analysis)	Head of School/Development Resource	TBD	Sept 2025	
Action 2 Identify approach for planning each fundraising events (e.g. committee, resources, theming, evening program, etc.) to ensure optimal success	Development Resource	TBD	Dec 2025	



ACADEMICS / TEACHER RETENTION

GOAL #1:

St. John School focuses on sustaining academic excellence from PreK-Grade 8 with an emphasis on creating experiential learning in the middle school

ACTION	WHO	COST/FUNDING	DUE DATE	STATUS
Action Item 1 Complete all grade level curricula maps that were started in 2023 in preparation for NEASC re-accreditation visit in 2026-2027	Director of Prek-8 Academics/Head of School	TBD	2026	
Action Item 2 Based on the recommendations of NEASC 2021 review, develop a five-year curricula revision plan with a focus on maintaining the high MAP scores	Director of Prek-8 Academics/Head of School	N/A	2026	
Action Item 3 Review all existing curricula materials as well as online resources used to create a plan in conjunction with the curricula review to refresh	Director of Prek-8 Academics/Head of School/Lead Teachers	N/A	2026	

GOAL #2:

Attention to expanding middle school opportunities

ACTION	WHO	COST/FUNDING	DUE DATE	STATUS
Action Item 1 Incorporate an age appropriate SEL program including the hiring of a Guidance Counselor or LMHC as well as creating an Advisory Program for middle school students	Director of Student/Family Services	\$80,000	2027	
Action Item 2 Create a platform of experiential learning opportunities for the middle school including field trips, speakers, collaborative learning projects, outdoor activities	Director of Student/Family Engagement and Director of Prek-8 Academics	TBD	2027	
Action Item 3 Create extra-curricular activities such as band, sports, service clubs etc. to expose students to real world experiences	Leadership Team	TBD	2027	

GOAL #3:

St. John School is committed to attracting, retaining, supporting, and mentoring mission-driven personnel

ACTION	WHO	COST/FUNDING	DUE DATE	STATUS
Action Item 1 To recruit faculty from a wide pool including teachers from the Lynch Academy Institute, Boston College Urban Catholic Teacher's Corp. St. Thomas More, and area colleges with Education programs	Head of School	TBD	From 2026 and yearly	
Action Item 2 Create a competitive compensation pay scale in market levels with other Catholic and private schools including comparable benefits in conjunction with creating a mentoring program for new teachers	Board/Head of School and Director of Prek-8 Academics	N/A	2027/28	
Action Item 3 Budget for funding allowing faculty pursuing a higher degree to benefit their development at SJS as well as develop a system to recognize and reward outstanding teaching and contributions to the school community	Board/Head of School	TBD	Jan. 2027/28	



FACILITIES

GOAL #1:

Make necessary repairs to maintain building integrity and safe and comfortable learning/working environment

ACTION	WHO	COST/FUNDING	DUE DATE	STATUS
Action Item 1 Do an energy audit of the steam system, review the shut off valves and steam traps	Director of Technology and Operations,Nstar, Murray Plumbing	TBD Will work with National Grid to see if any rebate programs apply; heating bills will lower when completed	SY 25/26	
Action Item 2 Repair/Replace sunken floor in room 105	Director of Technology Operations, Apex Carpentry	TBD Will see if UPK funding can cover any of the expenses	SY 25/26	
Action Item 3 Replace broken boy's bathroom stall wall	Director of Technology Operations, Contractor TBD	TDB	SY 25/26	
Action Item 4 Replace outside doors that lead into PreK rooms where necessary	Director of Technology Operations, Contractor TBD	TBD Will see if UPK funding can cover any of the expenses	SY 25/26	

GOAL #1 (CONTINUED):

Make necessary repairs to maintain building integrity and safe and comfortable learning/working environment

ACTION	WHO	COST/FUNDING	DUE DATE	STATUS
Action Item 5 School roof and boiler room roof inspected	Director of Technology Operations; Contractor TBD	TBD	SY 25/26	
Action Item 6 Repointing of Lewis Street side of the building quotes and grant proposals	Director of Technology Operations; Contractor TBD	TBD Acquire quotes from vendors, look to grants to cover costs, plan for a phased project if necessary	SY 25/26	

GOAL #2:

Begin Improvements to building

ACTION	WHO	COST/FUNDING	DUE DATE	STATUS
Action Item 1 Implement the repointing of Lewis Street side of the building	Director of Technology Operations; Contractor TBD	TBD based on Quotes and Grant Requests	SY 26/27	
Action Item 2 Remove and recycle old televisions and VCRs hung in classrooms	Director of Technology Operations, Custodian, TBD Recycle company TBD	TBD -may cost to remove	SY 26/27	
Action Item 3 Clean all exterior windows	Director of Technology Operations; Contractor TBD	TDB	SY 26/27	
Action Item 4 Replace all tile flooring with laminate flooring. This will allow us to no longer have to wax the tiles, which will save time and damage to the pipes	Director of Technology Operations; Contractor TBD	TDB	SY 26/27	
Action Item 5 Replace all window shades in rooms	Director of Technology Operations; Contractor TBD	TDB	SY 26/27	

GOAL #2 (CONTINUED):

Begin Improvements to building

ACTION	WHO	COST/FUNDING	DUE DATE	STATUS
Action Item 6 Paint rooms and hallways	Director of Technology Operations; Elvis Cleaning & Painting Inc	TDB	SY 26/27	
Action Item 7 Replace broken iron grates on the outside of the building	Director of Technology Operations; Contractor TBD	TDB	SY 26/27	

GOAL #3:

Finalize improvements to building

ACTION	WHO	COST/FUNDING	DUE DATE	STATUS
Action Item 1 Finalize the repointing of Lewis Street side of the building	Director of Technology Operations; Contractor TBD	TBD based on Quotes and Grant Requests	SY 27/28	
Action Item 2 Replace all tile flooring with laminate flooring. This will allow us to no longer have to wax the tiles, which will save time and damage to the pipes	Director of Technology Operations; Contractor TBD	TDB	SY 27/28	
Action Item 3 Replace all window shades in rooms	Director of Technology Operations; Contractor TBD	TDB	SY 27/28	
Action Item 4 Paint Rooms and Hallways	Director of Technology Operations; Elvis Cleaning & Painting Inc	TDB	SY 27/28	
Action Item 5 Finalize the repointing of Lewis Street side of the building	Director of Technology Operations; Contractor TBD	TBD based on Quotes and Grant Requests	SY 27/28	

GOAL #3 (CONTINUED):

Finalize improvements to building

ACTION	WHO	COST/FUNDING	DUE DATE	STATUS
Action Item 6 Replace broken iron grates on the outside of the building	Director of Technology Operations; Contractor TBD	TDB	SY 27/28	