

2008-2013 STRATEGIC PLAN

St. Mark's in 2013: One School, One Church, One Vision.

Vision

Built on a solid Church and School foundation of values and character formation, St. Mark's will be the premiere standard for PK3-8 education inspiring diverse, well-rounded and adaptable students to achieve, serve and lead.

Goals and Strategies

Goal 1. Premiere Educational Program

St. Mark's educational program will be a well-balanced, challenging, and integrated 21st century curriculum distinguished by national recognition.

Strategies

- A. Benchmark peer private institutions that have earned national commendation and determine how St. Mark's can best attain national acclaim.
- B. Benchmark peer NAES (National Association of Episcopal Schools) PK3-8 schools and identify best practices to integrate into the St. Mark's curriculum.
- C. Develop a signature program that distinguishes St. Mark's among its peers.
- D. Develop a parent education program to serve the needs of families.
- E. Increase opportunities to integrate technology and incorporate cross-cultural and global learning initiatives.
- F. Sustain a vertically aligned curriculum.

Goal 2. Outstanding Student Outcomes

St. Mark's students will have the academic background, confidence, adaptability, and values to contribute to local, regional and global communities.

Strategies

- A. Innovate programs that will guide the development of each student to his or her maximum potential.
- B. Increase opportunities for healthy risk-taking.
- C. Institutionalize authentic service learning.
- D. In collaboration with the Church, provide a foundation for each student to develop his or her core values and moral compass.
- E. Establish a global outreach/mission program.

St. Mark's Values (*What do we stand for?*)

- Christian values
- Academic achievement
- Educating the whole child
- Teamwork between parents and faculty
- Community and character development

St. Mark's Mission (*Why do we exist?*)

St. Mark's Episcopal School provides an academically enriched program in a nurturing Christian environment.

2008-13 Strategic Issues

(*What will we focus on over the next five years?*)

- The St. Mark's educational experience
- Faculty excellence
- Financial sustainability
- Marketing and advocacy
- Physical facilities

Vision *(What does success look like for us five years from now?)*

From a solid Church and School foundation of values and character formation, St. Mark's will be the premiere standard for PK3-8 education inspiring diverse, well-rounded and adaptable students to achieve serve and lead.

Goals *(What must we accomplish to achieve our vision?)*

- Goal 1. Premiere Educational Program
- Goal 2. Outstanding Student Outcomes
- Goal 3. Inspiring and Highly Talented Faculty
- Goal 4. Program-Driven Facilities
- Goal 5. Sustainable Enrollment

Strategic Planning Committee

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The Rev. James B. Cook

Consultant

Christina Drouin

Goal 3. Inspiring and Highly Talented Faculty

St. Mark's faculty will be inspiring and highly talented with diverse backgrounds, heightened skills, and will embody the values and mission of the school.

Strategies

- A. Attract and retain teachers with a passion for excellence in lower and middle school teaching and learning.
- B. Pursue and innovate opportunities to recruit an increasingly diverse faculty.
- C. Provide a competitive faculty compensation package.
- D. Inspire and equip faculty to explore new frontiers in learning.
- E. Establish an evaluation system that encourages and rewards ongoing faculty learning and professional development.
- F. Encourage collegial sharing of skills, knowledge, and practices.

Goal 4. Program-Driven Facilities

St. Mark's facilities will enhance academic excellence and enrichment.

Strategies

- A. In collaboration with the Church, develop a cost-effective master plan that values student safety and the environment.
- B. Identify and fund necessary improvements through a capital campaign.

Goal 5. Sustainable Enrollment

St. Mark's School will meet its enrollment goals while attracting and retaining a diverse student body aligned with its values and mission.

Strategies

- A. Develop a five-year enrollment plan based on peer institution reviews, relevant demographic information, and five-year budget projections.
- B. Develop and fund a marketing plan to build awareness, understanding and appreciation of the value of a St. Mark's education in the local community.
- C. Focus on keeping happy families happy.
- D. Empower existing families and St. Mark's congregation to build awareness and understanding of the value of a St. Mark's education in the local community.
- E. Identify and meet existing and emerging family needs and expectations in areas of aftercare, enrichment and extra-curricular offerings.
- F. Increase financial aid and scholarship opportunities.