



Igniting the Tradition

Strategic Plan for
Reitz Memorial High School
2022-2025

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General Information

Vision Statement

Providing an environment where God inspires, we educate, students thrive.

Mission Statement

Reitz Memorial High School is a Christ-centered Catholic community which educates all students to their highest potential by developing religious values, providing excellence in education, and fostering a commitment to service.

Core Values

Faith, Excellence, Service, Tradition

About Us

Reitz Memorial is a comprehensive school including grades 9 through 12. It is an inter-parochial Catholic High School operating under the auspices of the Roman Catholic Diocese of Evansville.

Reitz Memorial exists to inspire and educate students to their highest potential. We combine academic excellence and a wide range of extracurricular activities in a supportive, family-like, Christ-centered, Catholic environment. All students are empowered to grow academically and spiritually, placing value on ethical and social responsibility. Our current students, recent graduates, and 10,000+ alumni demonstrate how a Reitz Memorial education prepares our students for success in college and in life.

Accreditation

Indiana Department of Education
Cognia

Affiliations

INPEA: Indiana Non Public Education Association
NCEA: National Catholic Educational Association

Strategic Plan 2022-2025: Components and Goals

Components of the 2022-2025 Strategic Plan:

1. Catholic Identity
2. Culture of Excellence
3. Communication
4. Sustainability

2022-2025 Strategic Goals:

Catholic Identity: Reitz Memorial High School will maintain a vibrant Catholic school community anchored by faith and guided by mission, in which all members can more deeply live their faith.

Culture of Excellence: Reitz Memorial High School will have a high-quality, highly skilled, and productive faculty and staff, and a rewarding work environment where employees lead with a deep understanding of, and commitment to, Reitz Memorial's vision, mission, and core values.

Communication: Reitz Memorial High School will ensure open and timely communication both internally and externally among students, parents, faculty, staff, and administration.

Sustainability: Reitz Memorial High School will improve brand recognition, maximize enrollment, and expand and deepen the culture of philanthropy to position the school for long-term financial sustainability and growth.

Catholic Identity

Strategic Goal: Reitz Memorial High School will maintain a vibrant Catholic school community anchored by faith and guided by mission, in which all members can more deeply live their faith.

- ❖ **Objective 1:** Provide inviting, inclusive, and student-centered faith formation for all students.
 - **Action Steps:**
 - 1.1 Develop a plan to increase and broaden student participation and engagement in campus ministry experiences.
 - 1.2 Continue to evaluate, evolve, and implement student retreat experiences that result in communal faith formation.
 - 1.3 Expand opportunities for service-based learning.

- ❖ **Objective 2:** Empower faculty and staff to support and strengthen the mission of Reitz Memorial High School and carry out their ministry in the Catholic faith.
 - **Action Steps:**
 - 2.1 Provide faith formation, resources, and support to faculty and staff.
 - 2.2 Continue and expand opportunities for faculty and staff to engage in retreats.
 - 2.3 Support faculty and staff in identifying ways to incorporate Catholic identity and our core values in academic coursework, student life, and school culture.

- ❖ **Objective 3:** Help support our students, parents, and alumni to develop lifelong engagement with their faith and parish community.
 - **Action Steps:**
 - 3.1 Provide faith formation and resources to support the growth of the Domestic Church.
 - 3.2 Develop and implement faith formation events for students, parents, and alumni.
 - 3.3 Continue to create and sustain ministry opportunities that includes all East Side Parishes and Holy Name of Jesus Parish in Henderson, KY.

Culture of Excellence

Strategic Goal: Reitz Memorial High School will have a high-quality, highly skilled, and productive faculty and staff, and a rewarding work environment where employees lead with a deep understanding of, and commitment to, Reitz Memorial’s vision, mission, and core values.

- ❖ **Objective 1:** Positively contribute to the physical and emotional well-being of employees.
 - **Action Steps:**
 - 1.1 Explore and expand upon internal and external partnerships that will support the physical and emotional well-being of faculty, staff, and administration.
 - 1.2 Organize events that promote social interactions among faculty, staff, and administration.
 - 1.3 Implement a faculty recognition program that honors faculty who model the core values of Reitz Memorial High School in their daily work.

- ❖ **Objective 2:** Provide a structured professional development program, inclusive of faith formation, to advance the skills and competencies of all faculty and staff.
 - **Action Steps:**
 - 2.1 Assess faculty learning needs and develop professional growth goals.
 - 2.2 Engage faculty in coordinated professional growth based on goals and emerging trends.
 - 2.3 Develop a mentorship program that advances the skills of new teachers while also developing their knowledge of Reitz Memorial’s vision, mission, and core values.

- ❖ **Objective 3:** Enhance the collaborative community among faculty, staff, and administration
 - **Action Steps:**
 - 3.1 Develop and implement collaborative processes where teachers are included in school decision-making processes.
 - 3.2 Include collaboration in faculty and staff meetings, promote collaboration between departments, and provide training for faculty, staff, and administration in collaborative techniques.
 - 3.3 Engage faculty, staff, and administration in a program that intentionally builds a culture of trust and collaboration.

Communication

Strategic Goal: Reitz Memorial High School will ensure open and timely communication both internally and externally among students, parents, faculty, staff, and administration.

- ❖ **Objective 1:** Assess and strengthen technology use to support effective communication among students, parents, faculty, staff, and administration.
 - **Action Steps:**
 - 1.1 Achieve consistency and effectiveness in the use of Google Classroom and PowerSchool.
 - 1.2 Provide training and resources for faculty, staff, students, and parents to improve skills in the application of technology for learning and productivity.
 - 1.3 Develop and train employees on a comprehensive school calendar system.

- ❖ **Objective 2:** Audit and re-design digital communications to ensure our brand is authentic, well-defined, and known by our stakeholders.
 - **Action Steps:**
 - 2.1 Conduct a marketing and communications audit that identifies strengths and weaknesses in our external communications.
 - 2.2 Design a new website that promotes Reitz Memorial High School to prospective families and provides relevant information to current families.
 - 2.3 Advance video, print, and digital marketing content that enhances our social media presence and increases mobile content.

- ❖ **Objective 3:** Create systems of feedback and accountability that holds faculty, staff, and administration to a high standard of professionalism when communicating.
 - **Action Steps:**
 - 3.1 Develop internal processes to ensure all emails, events, deadlines, and news updates are sent in a timely and consistent manner to all stakeholders.
 - 3.2 Establish a family communication advisory group to advise on communication with students, parents, and new families.
 - 3.3 Conduct regular surveys with students, faculty, staff, and parents to support the continuous improvement of communication strategies.

Sustainability

Strategic Goal: Reitz Memorial High School will improve brand recognition, maximize enrollment, and expand and deepen the culture of philanthropy to position the school for long-term financial sustainability and growth.

- ❖ **Objective 1:** Grow annual alumni giving and engagement to support the students at Reitz Memorial High School.
 - **Action Steps:**
 - 1.1 Identify class leaders among graduates who can serve as the primary connection to the rest of their class and involve all alumni and parents of alumni in institutional communications.
 - 1.2 Develop an Alumni & Friends Board to increase number of alumni events, assist fundraising initiatives, and leverage their professional network to support students and alumni.
 - 1.3 Implement a comprehensive annual fund program that includes multiple direct mail appeals, digital campaigns, personal solicitations, and the Founder's Day of Giving.

- ❖ **Objective 2:** Develop and implement a comprehensive enrollment and marketing plan to increase student enrollment.
 - **Action Steps:**
 - 2.1 Engage and build relationships with students and families at partner parishes and non-partner schools earlier in the admissions process.
 - 2.2 Form a Marketing and Enrollment committee that will advance the enrollment goals of Reitz Memorial High School.
 - 2.3 Identify new community-building events and initiatives, both on and off-campus that introduces new families to Reitz Memorial High School.

- ❖ **Objective 3:** Develop a plan for the next comprehensive capital campaign that seeks to create 21st century learning spaces as well as an endowment to support the needs of Reitz Memorial High School for the next 100 years.
 - **Action Steps:**
 - 3.1 Gather data on best practices in academic facility design and involve faculty, staff, and administration in development of academic capital needs.
 - 3.2 Establish financial goals and identify stakeholders to form a preliminary planning team.
 - 3.3 Engage partners in outlining and creating a campaign plan.

Strategic Plan Execution

The Reitz Memorial High School President’s Council and Administration will collaboratively drive the implementation of this Strategic Plan over the next three school years (2022 - 2025). They will monitor progress toward goals and objectives and ensure that action steps are accomplished in a timely manner. Committees will be formed to support the implementation of each component of the plan, and administration will engage faculty and staff in carrying out the plan.

The President’s Council, President, and Principal will be involved in all aspects of oversight and implementation of this Strategic Plan. In addition, the following table lists the committees, personnel, and faculty/staff teams that will assume primary responsibility for the oversight and implementation of each component. All faculty and staff will be involved in the implementation and execution of these components.

Strategic Plan Component	Primary Implementation Responsibility
Catholic Identity	Catholic Identity Committee Priest-Delegate Campus Minister Faculty
Culture of Excellence	Assistant Principal for Curriculum & Instruction Assistant Principal of Student Services Department Chairpersons Partner School Pastors
Communication	Family Communication Advisory Group Marketing & Enrollment Committee Enrollment Manager Assistant Principal for Curriculum & Instruction Assistant Principal of Student Services
Sustainability	Alumni & Friends Board Marketing & Enrollment Committee Finance Council Enrollment Manager Business Manager