

POPE JOHN PAUL II HIGH SCHOOL



STRATEGIC PLAN 2022-2023 – 2024-2025



POPE JOHN PAUL II HIGH SCHOOL

VISION

In a God-centered environment, rooted in the Catholic faith, we strive to cultivate the intrinsic talents of each individual to become a lifelong learner who possesses the spiritual, personal and intellectual skills necessary to navigate life's challenges.

MISSION

Pope John Paul II assists in the formation of students to be full and practicing members of the Church while simultaneously recognizing and respecting the diversity of our student body. We are an inclusive community centered on academic excellence that rigorously prepares students to be contributing members of the global community as disciples of Christ with the ultimate goal of eternity in Heaven.



INTRODUCTION

During the 2021-2022 academic year, the Pope John Paul II (PJP) High School Administration—in cooperation with the PJP Board of Directors, Faith in the Future (FIF), and the Office of Catholic Education (OCE) at the Archdiocese of Philadelphia—embarked upon a process to develop a three-year Strategic Plan for PJP (covering the 2022-23 through 2024-2025 school years).

Administration worked with many constituencies to create a Strategic Planning Committee that included representation from the Board of Directors, Administration, faculty, staff, parents and alumni from both PJP and our legacy schools. The committee was charged with focusing on six “key drivers” that were given to each of the Archdiocese’s fifteen secondary schools to help frame creation of their strategic plans. These drivers are: Academic Quality, Development, Enrollment, Student Financial Assistance, Fiscal Responsibility and Board/Administration Leadership. The central pillar of each of these six key drivers of the strategic plan and key underpinning of the schools’ vision and mission is Catholic Identity.

This thoughtful and inclusive Strategic Plan would not have been possible without the tremendous support and assistance from Faith in the Future, the Office of Catholic Education, the greater PJP community; and all of those individuals who took the time to assist with the development of this plan, most specifically the members of the Strategic Planning Committee.

We ask that you take time to review this PJP Strategic Plan. We thank you for your continued support and believe in the mission of Pope John Paul II High School.

Vincent F. Cazzetta
President

Robert Getts
Chair of the Board





ACADEMIC QUALITY

Goal:

Enhance the academic experience for all students through innovative student-centered learning methods and robust curriculum opportunities.

Supporting Action Steps:

- Increase, by 1% per year, the number of PJPII students who demonstrate college readiness by meeting the benchmarks in Math and Critical Reading on College Board Assessments and who demonstrate collaborative skills through student driven projects or presentations.
- Introduce a dedicated learning center to provide resources that support and address the academic needs of students with identified learning differences so that all students can achieve success.
- Expand STEAM programming and develop pathways for students in other areas based on individual interests and talents.
- Build opportunities for faculty to collaborate on co-curricular intersections to better coordinate and facilitate student learning and engagement, and enhance student understanding by viewing themes from different perspectives.



DEVELOPMENT

Goal:

Engage the broadest spectrum of parents, alumni (PJPII and Legacy), families, and community stakeholders of PJPII to increase participation in all areas of giving and to support operational needs and strategic goals.

Supporting Action Steps:

- Generate funding necessary to support the Student Financial Assistance goals. (See section on Student Financial Assistance)
- Generate Planned Giving, Capital and Programmatic funding to support and sustain scholarships and operations.
- Engage a diverse array of constituents through meaningful communications and activities based on affiliation.





ENROLLMENT

Goal:

Implement creative marketing practices that cultivate and maintain a positive perception of PJPII and attract prospective students and their families to consider our school.

Supporting Action Steps:

- Ensure branding guidelines are being observed in order to achieve accurate and consistent PJPII messaging.
- Focus marketing initiatives on activities that will support the recruitment and retention of students, as well as generate funds for student financial assistance.
- Promote PJPII's key differentiators to all constituencies.
- Develop outreach initiatives to new target markets, especially to underserved communities.

Goal:

Improve the student experience to increase student retention and reduce the number of students who leave PJPII

Supporting Action Steps:

- Enlist regular feedback regarding the pros and cons of the student experience, especially from those constituencies who transfer
- Develop programs and early alert protocols that support students, particularly those struggling with the PJPII culture.
- Facilitate activities that help all students to build positive personal connections as part of their PJPII student experience.



ENROLLMENT

Goal:

Build relationships that allow PJPII to grow its student population by 1% to 2% a year for the next three years.

Supporting Action Steps:

- Strategically engage members of the PJPII community, with their personal and professional networks, and connect them to the PJPII Enrollment Management team to help with enrollment growth.
- Create a parish ambassador program composed of current and past parents of PJPII students whose mission is to engage parishioners in conversations about the value proposition of PJPII.
- Continue to access and implement resources and tools within the current CRM system.
- Develop more intentional interactions with parish pastors and Director's of Religious Education as a strategy to increase student enrollment.
- Actively showcase PJPII through both traditional and new events.
- Identify and explore new strategic markets for potential enrollment growth and potentially reestablish markets that were once beneficial for PJPII.





STUDENT FINANCIAL ASSISTANCE

Goal:

Ensure that by the end of the 2025 fiscal year, that 40% of PJP students who demonstrate financial need receive some sort of financial assistance. Increase this percentage to 60%, by the end of the 2030 fiscal year.

Supporting Action Step:

- Foster continuous and collaborative connections between the Development and Enrollment goals in an effort to attract and retain more students with need.

Goal:

Expand availability of financial assistance resources to underserved student populations from the local community

Supporting Action Steps:

- Work collaboratively with local, civic and parish leaders to connect PJP with prospective students and their families from underserved communities.
- Utilize available data to better connect with underserved communities who may value a faith-based education.



FISCAL RESPONSIBILITY

Goal:

Maintain an operating surplus from a cash basis of accounting and pursue getting closer to a breakeven budget from an accrual basis of accounting.

Supporting Action Steps:

- Achieve Enrollment and Development goals as described in the respective sections of this Strategic Plan.
- Pursue collaboration opportunities to expand grant connections for projects and programs as well as potential Office of Catholic Education funding for specific and measurable initiatives.
- Identify, evaluate and potentially expand supplemental revenue opportunities beyond tuition, donations, facility rentals and camps.





BOARD AND ADMINISTRATION LEADERSHIP

Goal:

Strengthen collaborative board to board, board to administration and board to Office of Catholic Education working relationships, with board efforts and strategies that are focused on enrollment, development, finance and student financial assistance.

Supporting Action Steps:

- Ensure board committee assignments are done in a way to match the skills of the members with the needs of the school.
- Ensure that the school culture reflects the PJPII mission and vision, and fosters a vibrant school community rooted in faith.
- Enable faculty and staff to use their talents to best serve the PJPII community.
- Focus board meetings on strategic matters and leave operational issues in the hands of the administration.
- Integrate both PJPII and Legacy alumni into the school community and continue to link the school's past with the present.



POPE JOHN PAUL II HIGH SCHOOL HISTORICAL TIMELINE

1863

The formation of St. Matthew High School in Conshohocken

1875

The formation of St. Patrick High School in Norristown.

1954

The formation of St Pius X High School in Pottstown.

1955

The closing of St. Patrick High School and opening of Bishop Kenrick High School.

1966

St. Matthew's is renamed Archbishop Kennedy High School

1992

The merger of Archbishop Kennedy with Bishop Kenrick to form Kennedy-Kenrick Catholic High School.

2008

*Decision made to close Kennedy-Kenrick Catholic High School and St. Pius X High School,
and merge them in a new state-of-the-art high school*

2010

Pope John Paul II High School opens



Pope John Paul II
HIGH SCHOOL

#PANTHERS