



BUILDING OUR FUTURE ON A
FOUNDATION OF FAITH



BROTHER RICE HIGH SCHOOL

STRATEGIC PLANNING BLUEPRINT

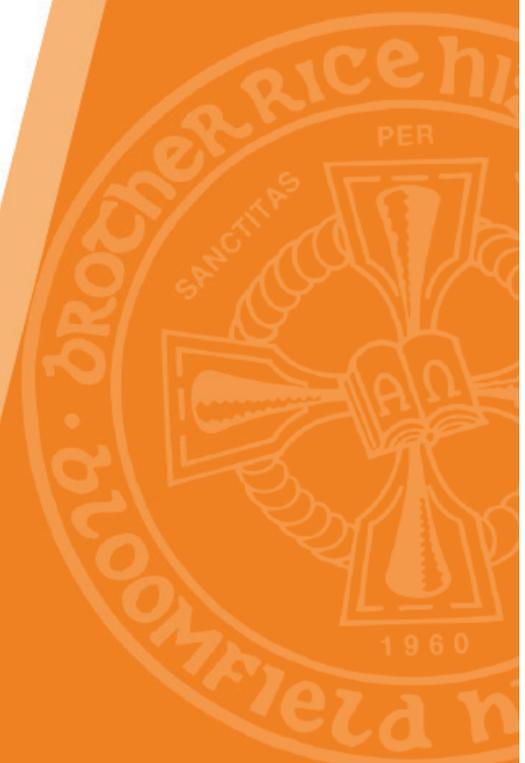




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THE ESSENTIAL ELEMENTS OF AN EDMUND RICE CHRISTIAN BROTHER EDUCATION

These guidelines call for educational ministry sites and those working in them to...

- I. Evangelize Youth within the Mission of the Church.
- II. Proclaim and Witness to Catholic Identity.
- III. Stand in Solidarity with those Marginalized by Poverty and Injustice.
- IV. Foster and Invigorate a Community of Faith.
- V. Celebrate the Value and Dignity of Each Person and Nurture the Development of the Whole Person.
- VI. Collaborate and Share Responsibility for the Mission.
- VII. Pursue Excellence in all Endeavors.



PRESIDENT'S MESSAGE

All of us at Brother Rice should take great pride as we embark on "Building our Future on a Foundation of Faith." This process has been guided by the words of St. Paul who describes the gifts that God has given the church in 1 Corinthians 12:28:

Some people God has designated in the church to be, first, apostles; second, prophets; third, teachers; then, mighty deeds; then, gifts of healing, assistance, administration, and varieties of tongues.

"Go Teach!" was the final mandate of Jesus to his disciples. Catholic education is essential to carrying out the mission of the Church, and it was the intent of the steering committee to weave gospel values and Catholic tradition throughout the strategic plan. It is our prayer that the information set forth in the following pages will indeed further His purpose for Brother Rice High School.

Brother Rice High School is a Catholic College Preparatory School for young men. Inspired by the Essential Elements of a Christian Brother Education, the school fosters the spiritual, intellectual, cultural, and physical development of its students. The Brother Rice community promotes excellence through an environment conducive to lifelong personal growth, responsible moral choices, and critical thinking.

Members of the Strategic Planning Steering Committee were charged with the task of evaluating all aspects of Brother Rice High School. To do this, the group engaged parents, alumni, faculty, staff, students, and friends and gathered their opinions, observations, experiences, and dreams for the school. The team was focused intently to stay aligned with the Essential Elements of an Edmund Rice Christian Brother Education, the mission of Brother Rice High School, and at the same time, develop goal areas for the plan.

What emerged were three areas of concentration with three unique goals:

Academics - Brother Rice High School will be the standard for excellence in Catholic education.

Marketing - Brother Rice High School will be the first choice for every young man and his family who seek a college preparatory Catholic high school that is modeled in the Christian Brothers' tradition of academic, spiritual, personal, and athletic excellence.

Facilities and Fundraising - Brother Rice High School will develop and sustain state-of-the-art facilities.

The following strategic planning blueprint has been developed to provide a road map for our vision, guiding us toward the achievement of these deeply meaningful goals and objectives.

I ask that you review this plan with head, heart, and spirit, and consider how we may all move forward with purpose and commitment.

God has given us all the chance to carry this mission forward together. I am grateful and humbled by your continued support and spirit as we embark on this meaningful journey.



Tom Reidy, President

“ God has given us all the chance to carry this mission forward together. I am grateful and humbled by your continued support and spirit as we embark on this meaningful journey.”



BUILDING OUR FUTURE ON A

FOUNDATION OF FAITH

OUR PURPOSE

This activity will assist Brother Rice High School in determining the right approach for implementing a strategic plan for the continued vibrant growth of its faith-based culture and educational community.

As Brother Rice strives to improve its culture and organization, the solution blueprint will concentrate on the following key areas:



ACADEMICS



MARKETING



FACILITIES & FUNDRAISING

This solution blueprint leverages the information and data gathered in the live discovery sessions, thus synthesizing the findings, commitments, goals, and objectives defined in these sessions.

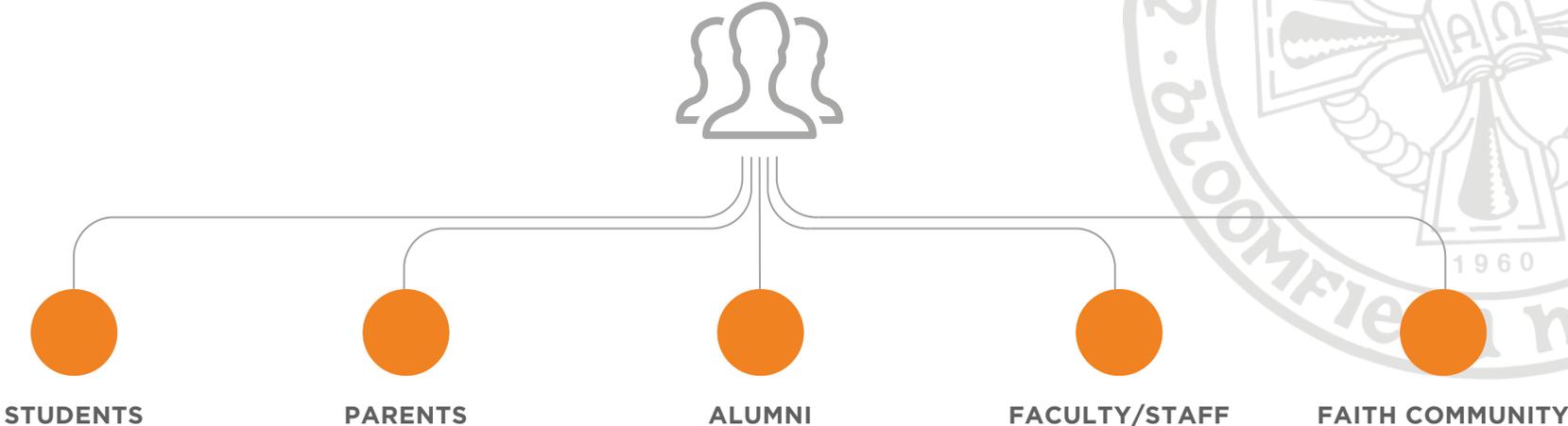
OUR MISSION

Brother Rice High School is a Catholic College Preparatory School for young men. Inspired by the Essential Elements of a Christian Brother Education, the school fosters the spiritual, intellectual, cultural, and physical development of its students. The Brother Rice community promotes excellence through an environment conducive to lifelong personal growth, responsible moral choices, and critical thinking.



OUR AUDIENCE

The initial audience for this strategic plan includes:



SUCCESS GOALS

This strategic plan has targeted three primary community goals as its measure of success:



ACADEMICS

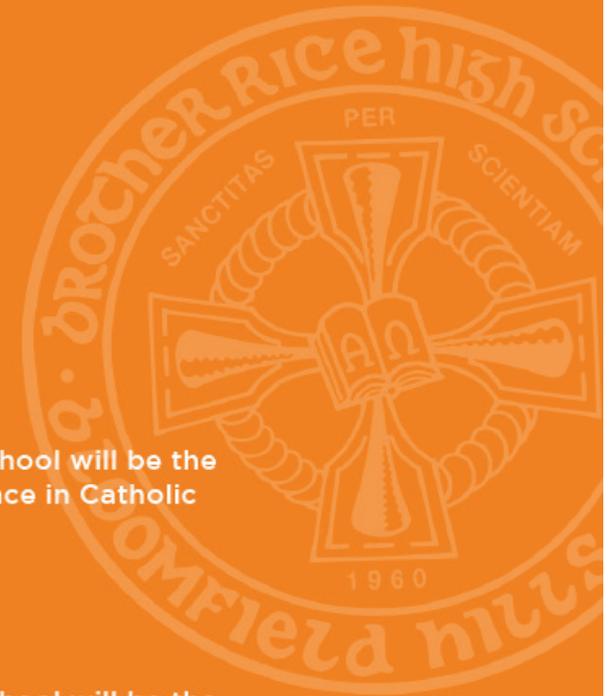
Brother Rice High School will be the standard for excellence in Catholic education.

MARKETING

Brother Rice High School will be the first choice for every young man and his family who seek a college preparatory Catholic high school that is modeled in the Christian Brothers' tradition of academic, spiritual, personal, and athletic excellence.

FACILITIES & FUNDRAISING

Brother Rice High School will develop and sustain state-of-the-art facilities.



ACADEMICS

To make Brother Rice High School the standard for excellence in Catholic education, we have identified the following strategies in order to achieve success:



TIMELINE: CURRENT YEAR

- Begin the process for the Essential Elements Review that will occur in spring of 2019.
- Integrate college planning into the curriculum.
- Review and update the curriculum.



TIMELINE: 1-3 YEARS

- Create a professional development plan for faculty and staff.
- Introduce the performing and fine arts into the Band of Brothers Competition.
- Continue the development of Essential Elements Education for coaches and moderators who are not full-time employees.
- Review the school's technology impact on student achievement in the areas of work flow and classroom integration as well as technology course offerings.
- Embed SAT/ACT prep into the curriculum.

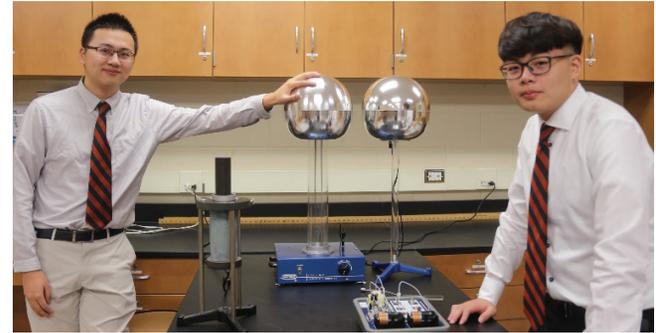


ACADEMICS



TIMELINE: 1-3 YEARS

- Continue to grow the music program and opportunities for students to participate in music.
- Integrate a career exploration program with the Brother Rice Business Alliance (BRBA) and Alumni Association to connect students with potential employers/internships.
- Provide access to the Achieve Plus Center so that all students are able to utilize the center's resources as needed.



TIMELINE: 1-3 YEARS

- Demonstrate mastery in 21st century best practices for the use of educational technologies in the classroom.
- Provide individual course pathways that meet the needs of the student.



MARKETING

To make Brother Rice High School the first choice of every young man and his family, we've targeted the following marketing activities to drive our success:



TIMELINE: CURRENT YEAR

- Develop a compelling and consistent message that communicates the Brother Rice experience. Consistently communicate this message using various marketing methods.
- Create a comprehensive marketing calendar that is shared by the Enrollment and Advancement Departments.
- Re-brand the website. Ensure that the website integrates with the school's social media needs.
- Revise the student/family exit survey.
- Re-establish the Marketing Committee chaired by a Board Director.

CURRENT
YEAR

1-3
YEARS



TIMELINE: 1-3 YEARS

- Develop and implement academic and student life programs that engage prospective students (5th to 8th grade boys) that are fun and/or educational, engaging, and take place on the Brother Rice campus.
- Communicate compelling collateral (data and statistics) that highlight school successes.



MARKETING



TIMELINE: 1-3 YEARS

- Introduce a “Parent Ambassador” and “Alumni Ambassador” program to foster outreach in the community.
- Determine the barriers concerning students who are accepted to Brother Rice High School, but do not enroll, and a plan to overcome these barriers.
- Develop events for alumni families of 4th through 7th graders.



TIMELINE: 1-3 YEARS

- Determine the area in greatest need of transportation and add more bus routes.
- Conduct all enrollment activities with Brother Rice Ambassadors.



FACILITIES & FUNDRAISING

As one of the primary success factors in the Brother Rice High School strategic plan, we've targeted the following activities as keys to facilities and fundraising success:



TIMELINE: CURRENT YEAR

- Construct B Wing science labs in order to be ready for student use in August 2018.
- Replace Fracassa Field turf, Ambrose Field turf, and the track.

CURRENT YEAR

1-3 YEARS



TIMELINE: 1-3 YEARS

- Create a comprehensive Master Facilities Plan that engages all Brother Rice High School stakeholders.
- Team with the Alumni Association, BRBA, Mothers' Club, and Dads' Club in carrying out the school's Advancement plan.



FACILITIES & FUNDRAISING



TIMELINE: 1-3 YEARS

- Complete the new athletic complex at Fracassa and Ambrose Fields (phase 2 completion).
- Increase participation and revenue from the Annual Fund.
- Conduct a study to determine support for the Master Facilities Plan and determine other areas of need that the Capital Campaign will support.

← CURRENT YEAR

4+ YEARS →



TIMELINE: YEAR FOUR AND BEYOND

- Kick off a Capital Campaign for the Master Facilities Plan.
- Begin construction of the Master Facilities Plan.

