

# Transfiguration Catholic School

Spring 2009



# Transfiguration School Board Fundraising

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## 2007 – 2008

Dinner Dance	\$ 41,500
Trak a Thon	\$12,200
School Appeal	\$9,287
Total	\$62,987

## 2008 - 2009

Dinner Dance	\$27,200
Trak a Thon	\$17,000
School Appeal	?????
Total	\$44,200

**THANKS TO ALL WHO HELPED ON THESE  
EVENTS!**



## School Appeal

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Through Generous Donations we were able to:

\$3,957 to General Operating Fund to help lower tuition

\$950 to help Technology Department

\$620 for Marketing

\$50 for Staff Development

\$50 for Endowment Fund for Future Needs

\$3,660 to Scholarships to help students

\*over \$18,900 given in Scholarship in  
2008-2009



# State of the School

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## Transfiguration Academics

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- On average :
- 57% of 5<sup>th</sup> – 8<sup>th</sup> grade students are honor roll students
- This year 92% of our students have enrolled in Catholic High School



## Academic Highlights

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### • **2007-2008 Terra Nova Assessment Results (National Percentile)**

- This assessment is given to measure students' achievement and mastery of skills. Although this test is important, no one test tells everything we have to know about a child.
- If a student receives a National Percentile of 71, the score indicates that the student answered more test items correctly than 71 percent of students nationwide. The Median National Percentile is 50.



## Academics

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2007-2008	Reading	Language	Math	Science	Social Studies
Grade 3	70	71	74	73	78
Grade 5	84	70	69	60	81
Grade 7	76	77	75	73	87



## Extra-curricular Highlights

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Missions Committee

Student Council

Jr. Honor Society

Yearbook

Spelling Bee

Geography Bee

Catholic School's Week

Environmental Club

Explorations

Full Athletic Program

for 5<sup>th</sup> – 8<sup>th</sup> grade



# Athletic Highlights

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Volleyball

Basketball

Track

Cheerleading

8<sup>th</sup> Grade Boys Basketball team won 1<sup>st</sup> Inaugural  
Charger Classic



## Transfiguration Has....

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9 Masters Degree's

2 Teachers with 15 hours of Graduate Work

14 average years of experience

4 Certified Catechist

2007 recipient of the "Heart of the School" Award  
from the Archdiocese of Chicago



## Current Programs

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Full Service Program

Computer lab

Full Time Resource

“Explorations”

OUR TEACHERS & STAFF

Spanish program for all Grades

Assemblies/ Field Trips



## Strategic Future

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Times have changed and the future focus needs to be on:

- Continuous improvement of students learning experiences
- Recruitment and Retention of students
- Affordable Education for all
- An Inclusive Environment for all families



## How Do We Do Get There?

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The School Board and interested parties, acting in part as the Strategic Planning committee for the school, established the following priorities for our school.

- Academics and Programs
- Catholic Identity
- Communication
- Finance
- Marketing



## Academics and Programs Current

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Explorations allow advanced students the opportunity to gain additional educational experiences

Spanish is provided for all grades



## Academics and Programs Long Term Goals

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### **5 Year Goals**

Implement Backward Design Process

Provide ongoing staff development for faculty in technology

Integrate technology and project based learning in the classroom

### **3 Year Goals**

Implement requirements for the new School Improvement Process

Complete unit Plans

Install wireless Internet access (WiFi)

Obtain a laptop cart with at least 10 laptops that classes  
can share



# Academics and Programs Short Term Goals and Actions

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## **1 Year Goal**

Complete Year Long Plans for all grades and subject areas

## **2009 Action Items**

Utilize curriculum checklists for instructional accountability

Provide 1-2 staff development days for faculty on the topic of technology



## Catholic Identity Current

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Missions Committee has monthly programs to help various groups and needs

Each student attends weekly mass

Each class participates in one service project

Religion permeates entire curriculum

Catholic Schools Weeks offers additional special programs each year

Daily Prayer

Sacramental Programs



# Catholic Identity

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## 5 Year Goals

To teach our children what it means to live the Catholic Faith in their everyday lives at an appropriate level for each grade

To create a Faith in Action program for Transfiguration Families and Students

## 3 Year Goals

Establish Transfiguration Community Outreach Committee

Establish additional opportunities for Faith

Development



# Catholic Identity

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## 1 Year Goal

Establish community outreach program for the Transfiguration families and students.

Essay contest for children. "What does it mean to help others?" "What does it mean to be a Catholic?"

Emphasis on Family Mass's as a School Community

## 2009 Action Items

Set up first 2009 community outreach project

Plan 2010 community outreach project(s)

(spring and fall)



## Communication Current

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Collect E-mail Addresses for School Families and Assess Ability to Make E-mail Primary Communication Tool from School to Families and Students

Use Free Web Survey Tool to Assess Current State of School Website. Understand the Purposes for Which Families Would Like to Use the Website

Develop E-mail Accounts for School Organizations on the *Transfig-School.com* domain



# Communication

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## 5 Year Goals

Continue and improve on communication strategy

## 3 Year Goals

Execute Website Strategy Defined in 1 Year Goals

Implement Regular Survey Process to Collect Opinions and Feedback from School Families in All Areas



# Communication

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## 1 Year Goal

Redefine Method(s) for School Communication Home to Students – Paperless and Electronic Where Appropriate

Develop and Communicate Transfiguration School Website Strategy: Figure Out How to Keep Families Coming to the Site. Make it Useful.

## 2009 Action Items

Gather E-Mail Addresses for All School Families and Develop Procedures for Using Them

Conduct Web Survey to Assess Effectiveness of Current School Website and to Gather New Ideas for Site.



## Finance Current

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### **Current Fundraisers**

Annual Dinner/Dance/ Auction

Trak-A-thon

Annual School Appeal



# Finance

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## 5 Year Goals

Develop long term strategy to keep Transfiguration School affordable for the broad demographic and social economic diversity of the Wauconda / Island Lake area.

Establish a “Development” function to coordinate all fund raising activities

## 3 Year Goals

Maintain, document, and communicate ongoing 5 – year plan to all Parish stakeholders and community

Link education initiatives and goals with financial planning



# Finance

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## 1 Year Goal

Document the actions to define and optimize alternative revenue sources

Develop School Performance Measurements

- Financial (tuition, fund raising, others)
- Operational (student teacher ratio, enrollment, retention, test scores)

## 2009 Action Items

Addition of Quarterly Envelopes for School Enrichment Fund

Acquire the grant writing book "Catholic Funding Guide"

Write and submit Grants



## Marketing Current

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Newspapers and Weekly bulletin articles

Welcome Wagon

Alumni mailings and Facebook

Spirit wear

Baptismal program

Open House

Outside Banners and Marquee



# Marketing

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## 5 Year Goals

### ALUMNI

Prepare for annual alumnae fundraising campaign

### COMMUNITY

Increase the marketing budget and start to track the return on investment

2. Maintain much of the repetitive marketing via school staff – or office administration
3. Market and communicate the benefits and attributes of the school via larger channels.i.e., ADs, regional efforts...etc.
4. Actively participate in an aggressive award program
5. Continue a student/marketing program maintained by 8th graders and Teacher.



# Marketing

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## 3 Year Goals

### ALUMNI

1. Establish an alumnae team with a “leader” per decade of alums to help facilitate connection to the school
2. Develop a process whereby the alums could provide financial support towards scholarships, school improvements or for the advancement of academic excellence

### COMMUNITY

To continue the current marketing efforts with PR, event marketing, mailer programs and bulletin communication – with a “do-it-yourself” guide that would allow a non-marketing school board member to manage the program.

1. Create a marketing fund/budget
2. Allow a piece of the program to be managed by school staff – or office administration – or create an 8th grade program that teaches while they help with the day-to-day of the marketing.
3. Create an award program.



# Marketing

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## 1 Year Goal

### ALUMNI

- To deliver 3 touch points to the alums via a variety of means: phone, mailing, postcard, e – mail, or face book type of option

### COMMUNITY

- To continue the current marketing efforts with PR, event marketing, and bulletin communication.
- A virtual tour of the building
- A variable data driven postcard campaign (tied into Alumni)
- Search out viable award opportunities



# Marketing

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## 2009 Action Items

### ALUMNI

- Invite alumnae to key Transfiguration Events: Open House, Sporting Events
- Establish an alumnae team to assist with outreach program i.e. communication via postcards, face book, phone calls
- Explore facebook with Alumni

### COMMUNITY

- Place a virtual tour on the website
- Research and begin the process to submit Transfig for awards.
- Create a stronger – scheduled and more consistent marketing action plan – that is both SB and School staff executed

\*Completed the logo, the car stickers, the newsletter, water bottles, the pre-K and Kindergarten banners and created spirit wear.



Questions?

