

STANDARD

1

An excellent Catholic school is guided and driven by a clearly communicated mission that embraces a Catholic Identity rooted in Gospel values, centered on the Eucharist, and committed to faith formation, academic excellence and service.

BENCHMARKS

- 1.1 The governing body and the leader/leadership team ensure that the mission statement includes the commitment to Catholic identity.

- 1.2 The governing body and the leader/leadership team use the mission statement as the foundation and normative reference for all planning.

- 1.3 The school leader/leadership team regularly calls together the school's various constituencies (including but not limited to faculty and staff, parents, students, alumni(ae)) to clarify, review and renew the school's mission statement.

- 1.4 The mission statement is visible in public places and contained in official documents.

- 1.5 All constituents know and understand the mission.

STANDARD

13

An excellent Catholic school enacts a comprehensive plan for institutional advancement based on a compelling mission through communications, marketing, enrollment management, and development.

BENCHMARKS

- 13.1 The communications/marketing plan requires school leader/leadership team and staff person(s) to insure the implementation of contemporary, multiple information technologies to reach targeted audiences, and to establish reliable and secure databases and accountability to stakeholders.

- 13.2 The enrollment management plan requires the governing body to review and the school leader/leadership team to supervise annual and continuous measurement and analysis of both enrollment and retention patterns for all student groups.

- 13.3 The development plan requires school leader/leadership team, in collaboration with the governing body, to insure that key strategies are in place to identify, grow and maintain significant funding prospects, including alumni(ae), over time and when appropriate.

Standards 1 and 13 are from *The National Standards and Benchmarks for Effective Catholic Elementary and Secondary Schools* and are available at: <http://www.catholicschoolstandards.org>

To access these resources, please visit The Leadership Team Initiative Website, available at: <http://catholicschoolleadership.weebly.com>