

Santa Clara of Assisi Catholic Academy 2024-27

“Love God. Serve God.”



“Amar a Dios. Servir a Dios.”

Santa Clara School Strategic Plan

Strategy/Action Step Goals	Deadline	Cost	Revenue Source	Responsibility
Increase Enrollment				
Increase enrollment yearly by 3 to 5 families	On-going	-0-	Visit area parishes, social media, school tours, community parades	Pastor Principal Admissions Director
Schedule school tours for interested families	On-going	-0-	Schedule school tours	Principal/Students
Increase Home and School membership	On-going	0	Flyers, Open House, Social Media	Home/School Board Members
Visit area parishes monthly for mass for recruitment	On-going	-0-	Schedule with churches	Home/School Staff
Promote the academy through social media	On-going	0	Instagram, Facebook, Website, and Guadalupe radio	Principal Advisory Council
Hire an advancement director to promote the academy and write grants	August 2025-26	20,000 to 40,000	Full or part-time	Principal
Plan community events to promote the academy (parades, STREAM and Literacy Nights)	On-going	-0-	Dallas area parades	Principal STEM teacher/Reading Coach Home and School

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Focus on Fundraising				
Create yearly fundraising calendar	August 2024	0		Home and School Board
Hold fundraisers monthly and post progress	On-going	0		Home and School
Recruit donors and community sponsors	On-going	0		Home and School Board Advisory Council
Partner with a sister school to host a speaker series	Jan. 2025	0		Principal/Advisory Council
Plan Annual Appeal Fund	Oct. 2024	0		Principal/Advisory Council

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Improve Plant/Facilities				
Install four air-conditioning units	Completed	\$50,000	Catholic Foundation Grant	Church Business Manager Pastor
Install new window shutters/blinds in each classroom	June 2026	\$100,000	Grants and fundraising needed	Advisory Council Home and School
Purchase security access control and visitor management system	Pending	\$120,000	GAPS funding	Principal