



STRATEGIC PLAN 2023-2028



OUR MISSION

Cassata is a coeducational Catholic high school with a nurturing staff that provides a rigorous curriculum for students who desire a unique, customized environment that prepares them for college and their chosen career path.

Cassata's open enrollment, self-paced learning, and flexible schedule enables students of all backgrounds to raise their educational level, complete their secondary education, and become healthy, independent productive citizens.

LETTER FROM
MAGGIE HARRISON

PRESIDENT & PRINCIPAL

Dear Friends of Cassata,

It is my pleasure to present to you Cassata Catholic High School's Strategic Plan 2023-2028, which will guide our actions and planning for the next five years. The pandemic has interrupted the work outlined in the previous Plan; therefore, with the guidance of our Advisory Council and Mr. Brinton Smith, the Superintendent for Catholic Schools in the Diocese of Fort Worth, we have made small changes and adjustments to it, and decided to press on with the work we set out to accomplish in the 2017-2022 period and build on what has already been accomplished.

This Plan is meant to provide guidance that will help strengthen our school and its community by focusing on the following three areas: Marketing and Enrollment, Student Experience, and Funding.

I'd like to express my gratitude to everyone who has helped to create and update Cassata's Strategic Plan, and who has supported our Cassata team, as we implemented the Plan's objectives. I look forward to our continued work together for the purpose of strengthening Cassata for the future.

Respectfully,

Maggie Harrison, PhD
President



MAGGIE PIC

OUR VISION FOR THE FUTURE



- Cassata Catholic High School will be the preferred school of choice for students who desire and need the specialized environment we provide.
- Our tuition will be affordable to all families, regardless of their socioeconomic status.
- Our enrollment will increase to 150 students to meet growing demand for our unique educational experience.
- Our reputation in the community as an outstanding institution will be appreciated and understood clearly.
- Our students will develop a strong spiritual, religious, and moral foundation.
- Our faculty and staff will be the most qualified, caring, and nurturing professionals who will guide our students towards their goals.
- Our curriculum and facilities will continually adapt to the needs of our students.
- Our students will have an opportunity to participate in a variety of extracurricular activities to develop a broad range of interests.
- There will be an expectation that our students reach their fullest potential by pursuing their educational, career, and vocational objective beyond high school.
- Our graduates will maintain a relationship with Cassata throughout their lives.
- Our mission, successes, and outreach will inspire a growing group of partners and donors to help us fund this wonderful, transformational school.

STRATEGIC OBJECTIVE #1

MARKETING AND ENROLLMENT

There will be a new marketing and public relations program to more effectively communicate with our targeted markets – current and prospective students and their families, current and prospective faculty, feeder schools, alumni, philanthropists, partners, and the extended Fort Worth community.

THIS STRATEGIC OBJECTIVE WILL FOCUS ON:

Clearly articulating what Cassata High School is today and how the outstanding education and nurturing culture combine to positively impact our students and the community at large.

Actively recruiting students who will succeed in the specialized Cassata teaching model.

Assertively and consistently promoting the Mission and Vision statements along with this Strategic Plan.

Featuring the success stories, results, and messages using a wider range of available resources and media.

Increasing the enrollment to 150 students served per year to provide greater impact for young men and women in the Fort Worth area.

Promoting the school's strengths to those who may not be aware of the full range and depth of our program.

Creating a Tag Line that will assist in the efforts in positioning and reinforcing the school's unique identity.

Providing support for students including learning differences and social-emotional issues.





STRATEGIC OBJECTIVE #2 **STUDENT EXPERIENCE**

Maintain the essence of the Cassata student experience, while expanding and enhancing it so that our students can more fully develop spiritually, intellectually, morally, physically, and socially. Furthering education and building a career will be the expectation for all our students.

- Creating a stronger Liberal Arts and Science program through improved facilities and additional course offerings.
- Providing our students with new opportunities to participate in athletics and physical education through the expansion of partnerships with Diocesan schools and organizations.
- Exploring external resources, through community outreach to enrich campus life and expose students to culture and extracurricular learning.
- Providing our students with opportunities to learn about career opportunities by organizing career fairs and talks.
- Ensuring that the students and faculty participate fully in Catholic spiritual life of the school and embrace the value of lifelong community service.
- Recruiting and supporting our caring, nurturing faculty and staff, as they are at the center of the Cassata student experience.
- Developing specialized programs to address the anticipated continued increase in the number of freshmen students.
- Expanding or renovating our campus facilities to accommodate more students, widen our course offerings, and continue to provide an environment conducive to learning and social interaction.
- Committing the necessary organization and resources to accomplish these goals.
- Exploring the possibility of an online high school program which would allow for quality high school education for more students.
- Providing support for students including learning differences and social-emotional/mental issues.



STRATEGIC OBJECTIVE #3 FUNDING

Commit to sound fiscal stewardship and best practices in all development activities. Ensure that there is sufficient funding for the advancement of the school's mission, and the achievement of its vision.

THIS STRATEGIC OBJECTIVE WILL FOCUS ON:

Ongoing review of the tuition structure while maintaining the affordability of a Cassata education.

Ensuring that financial and enrollment forecasting models are used in the planning process.

Building relationships with current and prospective philanthropic individuals and foundations who share passion for Cassata's mission and vision.

Committing to development expertise through an active process of database management, alumni engagement, and major gift programs.

Initiating a Feasibility Study to determine the potential for funding the most important capital needs.

Thank you to everyone who helped create our

STRATEGIC PLAN

ADVISORY COUNCIL

Margaret Taylor, *Chair*

Trina Pecina, *Vice-Chair*

Dan Villegas, *Secretary*

Jim Breen

Ann Corley

David Derrig

Julie Ladner

Bill Lorimer

Karen Roberts

Kim Wewers

Debra Wysocki

SPECIAL THANKS TO

Most Reverend Michael F. Olson

Bishop of Fort Worth

Brinton Smith

Superintendent

All the friends and families of Cassata
and those who contribute to our
mission of forming our students in
the Catholic educational tradition.



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