

St. John Vianney High School Alumni Association Strategic Plan

Alumni Association Mission Statement: The mission of the St. John Vianney Alumni Association is to support the mission and vision of Vianney by fostering interest and involvement among the alumni.

St. John Vianney High School Mission Statement: See next page.

St. John Vianney High School Vision Statements: See next page.

Key Content Areas (alphabetical)

Academic
Advancement
Events
Membership
Mission Integration

Priority Levels

Each strategy is given a rating of 1, 2 or 3 to determine the urgency of the strategy. 1 is high, 2 is moderate and 3 is low.

Status G Y R

This is used to identify the progress of each strategy.

G (green) the strategy is in full motion, either completed, being followed or on the way to completion.

Y (yellow) there is some progress on the strategy but significant work is still needed to move it to Green status.

R (red) there is little or no movement on that strategy. This does not necessarily signal a problem, it may have a lower priority level.

Begin and Complete

This indicates the anticipated beginning date and the date for completion if applicable for the strategy.

Action Leaders

These are the individuals and committees responsible for making sure the strategy is followed. They should have support from others, but they are ultimately responsible for the fulfillment of this strategy.

MISSION

St. John Vianney High School is dedicated to forming young men for spiritual, academic and personal excellence in the Catholic, Marianist tradition.

VISION

The Strategic Plan for St. John Vianney High School, while focusing on the next five years, also establishes a vision that will extend well into the future. The objectives and strategies developed in the strategic plan are designed to achieve this vision.

1. St. John Vianney High School provides a distinctively Catholic educational environment in the Marianist tradition rooted in Gospel values, challenging students to respond to the call to spirituality, scholarship, leadership and service.
2. Reflecting the Marianist charism, leadership for St. John Vianney High School is faith-based, enthusiastic and collaborative.
3. Graduates are able to identify, live and model the five Marianist characteristics.
4. The community is inclusive, welcoming families of all socio-economic groups, races, religions and ethnicities.
5. St. John Vianney High School is recognized and respected throughout the St. Louis community as a college preparatory school for young men.
6. St. John Vianney High School has high expectations and standards for its students and offers quality programs (curricular, athletic and co-curricular), which integrate spiritual, moral, intellectual, physical and social development.
7. Technology is current, integrated and effectively utilized to support administrative, teaching and student learning processes.
8. St. John Vianney High School maintains an optimal enrollment that supports the educational mission, vision and program.
9. St. John Vianney High School attracts and retains the best faculty and staff and, to that end, is competitive in compensation and comprehensive in professional development opportunities.
10. Students are challenged by a rigorous program of study, which develops excellent analytical skills, decision-making abilities and communication skills. Evidence of this rigor is found in its students' standardized test scores, college acceptance levels and college scholarship awards.
11. The campus is safe, attractive and welcoming, with a master plan to provide facilities needed for a quality educational program.
12. Effective strategic and financial planning and a comprehensive institutional advancement program ensure future viability and access for students from diverse economic backgrounds.

Goals of the Alumni Association: Provide multiple and varied opportunities for alumni to promote the mission and vision of St. John Vianney High School.

Academic Committee: Create opportunities for alumni to share and to enhance their skills, knowledge and experience.

Goal #1 Support St. John Vianney High School with financial assistance through the Alumni Scholarship Fund.

- Strategy #1 Offer at least one scholarship to alumni who send their son or grandson to St. John Vianney High School.
- Strategy #2 Work in conjunction with the Alumni Board in regards to association fundraising to ensure the continuation of the Alumni Association Scholarship Fund.
- Strategy #3 Solicit input from former Griffin of the Year, Valedictorians, Salutatorians, and Gold/Black Circle Members on the future of the Alumni Scholarship Fund.

Goal #2 Assist in attracting and retaining students with the greatest chance of thriving in this Catholic Marianist environment.

- Strategy #1 Volunteer to assist the Director of Admissions in the recruitment process.
- Strategy #2 Encourage alumni to use their visibility and influence in their community, organizations, workplace, parishes, etc. to promote Vianney.
- Strategy #3 Promote the admission philosophy and process to the alumni.
- Strategy #4 Give the Director of Admissions referrals for possible students beginning as early as the primary grades.

Goal #3 To advocate to current students the value of honesty, integrity, hard work, service and faith in a complex and rapidly changing world.

- Strategy #1 Nurture, cultivate and support the pursuit of excellence in the spiritual, academic and personal lives of students and other alumni.
- Strategy #2 Showcase alumni involved in community service and those who have made specific difficult decisions to “do the right thing.”
- Strategy #3 Use membership in the Alumni Speakers to deliver the message to students.
- Strategy #4 Explore innovative approaches for engaging current students and alumni in the support of academically related priorities.

Goal #4 Recognize St. John Vianney High School Alumni who have obtained advanced degrees.

- Strategy #1 Alumni Association President and Academic Chairman will send handwritten notes to congratulate those who have obtained advanced degrees.
- Strategy #2 Recognize the academic achievements of Vianney alumni in the Black & Gold newsletter and e-Griffin.
- Strategy #3 Work with the Guidance office to build a database of alumni with advanced degrees.

Goal #5 Enhance the academic program by providing meaningful feedback from alumni.

- Strategy #1 Conduct a survey of graduates regarding their high school experience and perception of St. John Vianney High School in their community.
- Strategy #2 Work with the Guidance Office to solicit input from recent graduates regarding their academic preparedness.
- Strategy #3 Work with the Director of Alumni Relations to solicit input from graduating seniors on their perception of a Vianney education.
- Strategy #4 Report results to the Advancement Office

Goal #6 Create an Alumni to Student Mentoring Program.

- Strategy #1 Assist the Guidance Office with the biennial Career Day.
- Strategy #2 Provide an avenue where alumni can pass on their academic and real world experience to current students.
- Strategy #3 Establish a list of alums who are willing to speak at school events such as divisional meetings, a mass, school assembly, in a specific course or to a specific group.
- Strategy #4 Invite students to attend a breakfast/lunch with an alumni in order for the alumni to share their experiences.

Advancement Committee: Offer time, talents and treasure to enhance and ensure the mission of St. John Vianney High School.

Goal#1 Support Vianney's Advancement goals by functioning within the framework already established by the Board of Directors and Advancement Office.

- Strategy #1 Work in unison with the Advancement Office.
- Strategy #2 Work in unison of the Advancement Committee of the Board of Directors.

Strategy #3 Work to promote the mission and vision of the school as established in the strategic plan approved by the Board of Directors in May 2008.

Strategy #4 Use the Director of Alumni Relations as the primary link.

Goal #2 Identify alumni and other individuals in the community who have the potential to help advance the school mission.

Strategy #1 Create a process for the formal identification of individuals who could help advance our mission.

Strategy #2 Informally, give names to members of the Advancement Office of the school.

Strategy #3 Host brainstorming sessions with the goal of such identification.

Goal #3 Cultivate all constituents of the Vianney community in order to engage them in sharing their time, talents and treasures with the school.

Strategy #1 Create a process for formal cultivation of such individuals.

Strategy #2 Encourage informal cultivation of such individuals.

Strategy #3 Support the cultivation efforts of the Advancement Office.

Strategy #4 Support the cultivation efforts of the Advancement Committee of the Board of Directors.

Goal #4 Under the direction of and in pursuit of the goals of the Advancement Office, participate in the solicitation of current donors and future prospects.

Strategy #1 Be willing to ask constituents to contribute to the financial success of the school.

Strategy #2 Use the Class Representative structure to identify, cultivate and solicit funds to ensure the future of the school.

Strategy #3 In mutual agreement with the Advancement Office, accept certain challenges to meet financial goals of the school.

Goal #5 Support the efforts of the Advancement Office to steward the current donors and prospects.

Strategy #1 Create a process for involving alumni in the thanking of donors.

Strategy #2 In unison with the efforts of the Advancement Office and Advancement Committee, work to steward key donors.

Strategy #3 Investigate forming a committee with the intent of showing appreciation to all who help promote the mission.

Events Committee: Host programs and events that are both relevant to alumni interests and beneficial to the growth and sustainability of Vianney.

Goal #1 Research why, how in what ways alumni would like to engage with the Vianney community.

- Strategy #1 Partner with an area university to conduct primary research including quantitative and qualitative (focus group) studies to better understand alumni thoughts and feelings about the St. John Vianney Community, more specifically its Alumni Association.
- Strategy #2 Use the research to understand how/where alumni like to receive information from the association and the school.
- Strategy #3 Share results with the Alumni Association and Advancement Office.
- Strategy #4 Utilize research to develop strategies for all future alumni events.

Goal #2 Enhance current alumni events.

- Strategy #1 Continue to develop the golf tournament as one of the two major fundraising events.
- Strategy #2 Continue to develop the trivia night as one of the two major fundraising events.
- Strategy #3 Continue to develop Homecoming as a major fund raising event.
- Strategy #4 Personally invite alumni to become involved in the above activities.

Goal #3 Partner with each committee of the Alumni Association to promote the committee's key messages at school and alumni events.

- Strategy #1 Promote opportunities for Vianney alumni to participate in the five committees (Academic, Advancement, Events, Membership and Mission Integration) at Alumni Association functions.
- Strategy #2 Provide alumni officers with name badges and marketing materials so they can serve as spokesmen for the Alumni Association
- Strategy #3 Provide information and promote sign-up sheets at events regarding each committee and its activities.

Membership Committee: Increase participation among Vianney alumni in fostering an interest and involvement in promoting the mission of Vianney.

Goal #1 Refine the Class Captain Structure

- Strategy #1 Expand alumni participation in contacting fellow alumni and collecting accurate contact information (address, phone, email) for graduates of St. John Vianney High School.

- Strategy #2 Increase participation from the Class Representatives and expand the Class Representative structure to 4-6 representatives per class.
- Strategy #3 Increase communication between the Decade Captain and their Class Representatives. Contacting them at least twice a month.
- Strategy #4 Both Class Captains and Decade Captains need to begin building their own databases to help grow the Alumni Association.

Goal #2 Define what it means to be a member of the Vianney Alumni Association.

- Strategy #1 Build a membership guideline of the tiers of membership
- Strategy #2 Investigate the pros and cons of association membership fees.
- Strategy #3 Recognize the achievements of active alumni association members to encourage others to get involved.
- Strategy #4 Continually, clarify the roles and responsibilities of the alumni board members.

Goal #3 Expand alumni visibility in order to enhance alumni membership

- Strategy #1 Increase involvement at Vianney events, including but not limited to: sports, plays, graduations, golf tournaments and fundraising events.
- Strategy #2 Create a virtual experience through the website to bring Alumni back and reconnect with St. John Vianney High School.
- Strategy #3 Encourage alumni to wear Vianney items to advertise their involvement in the Alumni Association. (Ex: Shirts, Pin, Tie, Griffin Memorabilia)
- Strategy #4 Encourage attendance at the Hall of Fame Dinner.

Goal #4 Create a Mentoring Program whereby graduates of St. John Vianney High School can assist fellow alumni.

- Strategy #1 Create a mentoring program for young alumni looking to be seasoned by older and successful alumni.
- Strategy #2 Have young alumni help current students with advice on college and careers.
- Strategy #3 Provide an avenue where alumni can pass on their academic and real world experience to fellow alumni.

Goal #5 Develop a network among Vianney alumni who live outside of the St. Louis metropolitan area

- Strategy #1 Work with the Director of Alumni Relations to visit St. John Vianney High School alumni, outside the St. Louis Metropolitan area.

Strategy #2 Develop guidelines to establish chapters of the Alumni Association outside of St. Louis.

Strategy #3 Explore connectivity options such as Facebook, Twitter and LinkedIn.

Goal #6 Build a link for recent graduates to connect immediately to the Alumni Association.

Strategy #1 Invite Vianney graduates to participate in the Alumni Association.

Strategy #2 Collect graduates contact information.

Strategy #3 Give the new graduates a gift from the Alumni Association to recognize their accomplishment.

Strategy #4 Promote a natural link between being a student and an alumni by participating in the graduation events when appropriate.

Mission Integration: Provide opportunities for Vianney alumni to engage in a Catholic Marianist environment.

Goal #1 Encourage alumni to attend masses offered within the Vianney community.

- Strategy #1 A calendar of the school Masses will be distributed at the beginning of each school year and a monthly reminder will be sent via email.
- Strategy #2 The Alumni Association will work with Campus Ministry and the Chaplain to encourage alumni participation in at least one All School Mass.
- Strategy #3 Informal social gatherings will be held after the all school Mass for alumni to meet, socialize and share.

Goal #2 Work in conjunction with the Chaplain and the Cure of Ars community to dedicate at least one Sunday Mass in the Vianney Chapel to the alumni.

- Strategy #1 Invite alumni to read, serve and give witness at Mass
- Strategy #2 Provide a venue where alumni can socialize and interact with the Brothers of Mary

Goal #3 Preserve the Characteristics of a Marianist Education among alumni and continue to educate alumni on the Marianist tradition and philosophy.

- Strategy #1 Host an annual meeting designed to educate St. John Vianney High School alumni on the Marianist Tradition and Philosophy.
- Strategy #2 Invite Marianist Priests and/or brothers to speak to the alumni.
- Strategy #3 Invite alumni who are vowed religious to take an active role in the Alumni Association.

Goal #4 Provide opportunities to enhance alumni spiritual life.

- Strategy #1 Host an Alumni Day of Reflection
- Strategy #2 Invite a priest or brother to conduct the Day of Recollection.
- Strategy #3 Keep the format very simple.

Goal #5 Create an Alumni Mentoring Program.

- Strategy #1 Provide an avenue where alumni can pass on how a Marianist education has influenced their life.
- Strategy #2 Have alumni speak on their experience on how to formulate a good and meaningful Catholic life.

Goal #6 Explore opportunities for additional events which promote faith development among alumni.

Strategy #1 Invite alumni to participate in a Fast Day during Advent and Lent.

Strategy #2 Promote community involvement through the development of an alumni service project.