



Strategic Plan



ACADEMY OF MOUNT ST. URSULA

Four Years to Last a Lifetime



Letter from the Chair of the Board of Trustees

In the spring of 2016 the Ursuline Sisters provided the funding necessary to hire a consulting company specializing in advising Catholic schools to assist the Academy of Mount Saint Ursula in preparing a Strategic Plan. A committee of sixteen individuals included representatives from various constituencies including faculty, staff, Board members, and local Catholic school administrators.

The purpose of this plan is to establish a vision of a preferred future that will extend into the next decade, and provide direction for maintaining the school's excellence.

The goal of the Strategic Planning Committee of AMSU was to create a plan that is visionary, mission-focused, comprehensive, realistic, achievable, and integrated organized around the standards contained in the National Standards and Benchmarks of Effective Catholic Schools.

The plan is specially tailored to the specific environment that AMSU exists in. It provides goals and strategies in order to obtain our desired results.

The Strategic Planning Committee acknowledges that AMSU is in a challenging environment for Catholic education. Our consultant made the observation that if AMSU continued to operate in the same manner as it had, our outlook for our sustainability would be bleak.

It is the belief of the Strategic Planning Committee that this Strategic Plan will ensure that AMSU will continue to serve its mission as a Catholic High School, conducted in the Ursuline tradition that serves college bound women of diverse culture by instilling a love of learning and a broader global view. In a family atmosphere, we strive to empower young women for leadership in society.

A handwritten signature in black ink, appearing to read "Ronald Johnn". The signature is written in a cursive, flowing style.

Ronald Johnn

2017-2021 STRATEGIC PLAN ACADEMY OF MOUNT ST. URSULA

Our Future Vision:

In an effort to proactively secure an effective, sustainable, and viable future for the Academy of Mount St. Ursula, the Board of Trustees and the school's leadership, present this Strategic Plan. While focusing on the next five years, this plan establishes a vision of a preferred future that will extend into the next decade and provide direction for maintaining the school's excellence.

Our Mission:

The Academy of Mount St. Ursula is a Catholic high school, conducted in the Ursuline tradition, that serves college bound women of diverse cultures by instilling a love of learning and a broader global view. In a family atmosphere, we strive to empower young women for leadership in society. AMSU remains strongly committed to its programs in Academics, Arts and Service.

Academic Excellence



ACADEMICS
ARTS
service



Letter from the Principal

Greetings,

The Academy of Mount St. Ursula is eager to share the highlights of its comprehensive and exciting strategic plan. We are confident that enacting this plan will ensure that our Catholic identity, Ursuline charism, and high academic standards will continue to result in the empowerment of young women for leadership in society while providing a family atmosphere with a global perspective.

In fact, AMSU has already implemented many of the steps outlined in the areas of marketing, enrollment management, community outreach, and technology over the past year. Our early marketing and community outreach efforts resulted in 'standing room only' open houses this year and the utilization of new enrollment software has been very beneficial in improving communication with our incoming Freshmen class. AMSU has procured Chromebooks for students' use in the classroom, and our faculty has undergone training to learn ways to integrate technology, especially Google Classroom, into their lessons. As a result when looking at the enrollment trends over the past several years that all Catholic schools have been struggling with, we are pleased to report that AMSU's current incoming freshmen class enrollment is 20% higher as of June 1, 2017 than it was in 2016.

There is, of course, more work to be done. The administration, faculty, staff, and our Board of Trustees are working collaboratively to ensure that AMSU continues to move forward into the twenty first century and beyond.

AMSU is so very blessed to have such a supportive and caring community. We are dedicated to providing 'Four Years to Last a Lifetime' to young women for another 160 years.

Thank you to all for your dedication and support of AMSU. Know that you are welcome to visit AMSU to meet our wonderful and inspiring students.

Prayers and blessings,

A handwritten signature in cursive script that reads "Sr. Jeannie".

Sr. Jeannie

Service to

Our Goals



Mission and Catholic Identity

- In keeping with the Ursuline tradition, foster an atmosphere in which young women know and love their faith, think critically, have a global perspective, exercise leadership and serve others.
- Strengthen the collaborative relationship between the Academy of Mount St. Ursula and local parishes and schools.

Education

- Continue to integrate Catholic identity and the Ursuline charism into overall school life and curriculum.
- Incorporate theological instruction, spiritual practice, prayer, worship, service and action for social justice into the overall curriculum.
- Identify and implement new and innovative programs to academically distinguish the Academy of Mount St. Ursula from other high schools.
- Support the instructional goals of the Academy of Mount St. Ursula and renew the commitment to provide students with a solid technology foundation for their future



Society







- The leadership of the Board of Trustees and the principal will continuously monitor and update the strategic plan.
- The Board committees will play an integral, active leadership role.

Marketing

- Formulate and implement an aggressive marketing and branding plan which includes social media and digital marketing tactics to elevate and strengthen the school's position in the community and among various constituencies including the media.

Faculty & Staff

- Continue to attract, recruit and retain the very best faculty and staff aligned with our 162 year-old tradition of the highest standard of excellence.
- Encourage and fund continuing professional enrichment opportunities for faculty and staff to advance the skills and expertise needed to be more effective teachers and administrators.

Leadership & Governance

- The Board of Trustees, in collaboration with the Principal and the administration, will provide visionary leadership for the future of AMSU.



Family Atmosphere



Enrollment

- Develop an enrollment management plan that encompasses all recruitment, admissions and retention efforts.
- Provide training opportunities so all faculty, staff, administration and selective students understand their particular role in the recruiting process and can effectively implement the strategies.
- Design creative new tactics and programs to appeal to 6th and 7th grade girls.
- Provide opportunities for these prospects to be included in current student events to establish relationships with the AMSU community at an earlier stage in the recruiting process.

Advancement

- Design and implement an Office of Advancement with professional development staff to effectively fundraise using innovative and engaging strategies.
- Actively involve school administration, faculty, staff, alumnae and donors in advancement efforts to achieve its goals.
- Create a comprehensive advancement plan which will serve as the blueprint for fundraising efforts, centering on the annual fund, a capital campaign, an enhanced major gifts program, strong alumnae relations and effective public relations and marketing strategies.





- Establish an endowment to be supported with a Planned Giving Program and contributions from capital campaigns.
- Set a goal for an endowment of \$1,000,000 by 2020.

Facilities

- Continue to update the facility master plan to ensure the facilities and campus are aligned with the educational and strategic needs of the school.
- Identify, prioritize, and effectively allocate long-term capital needs.

Finances

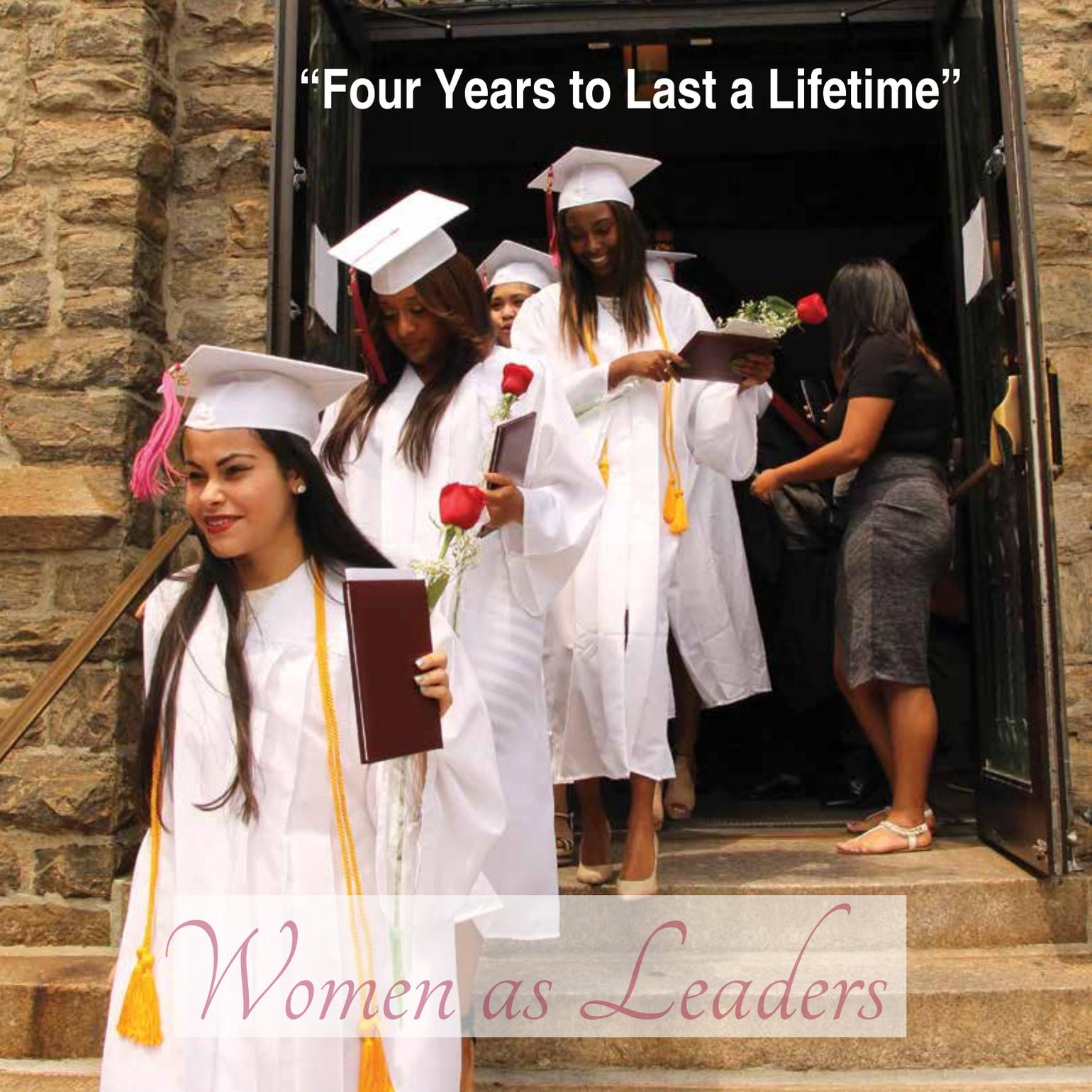
- Balance the Annual operating budget.
- Annually update the five-year financial projection, incorporating costs and income that are consistent with the most recent strategic plan.

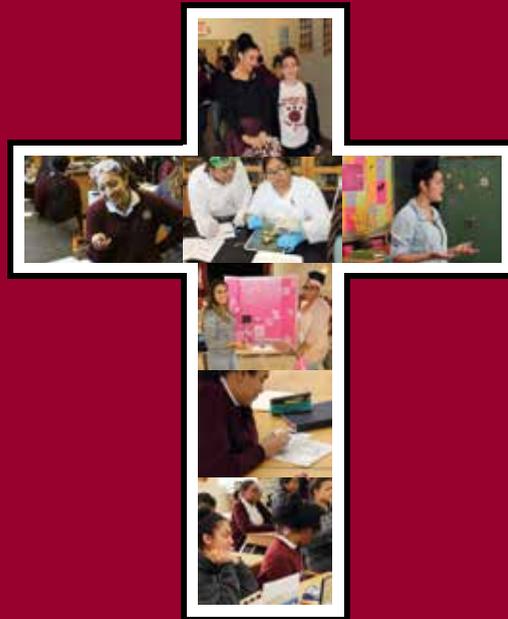
ACADEMY OF MOUNT ST. URSULA



“Four Years to Last a Lifetime”

Women as Leaders





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