



# Immaculata Regional High School

STRATEGIC PLAN 2019

VISION

Immaculata :  
a family that  
fosters excellence

## MISSION

We are an educational community pursuing excellence and developing the whole person while striving to see and bring forth Christ in others.



Immaculata Regional High School has been offering Catholic education in Kelowna since 1960, and from the current building since 1995. Immaculata has helped shape the development of driven scholars, gifted athletes, talented artists, and religious leaders. As we approach our 60th anniversary in 2020 and look beyond, the parents, students, alumni, and staff recognize that there are more options for high school students than when Immaculata was first formed; forcing Immaculata to stay competitive, and stay relevant while maintaining focus on Catholic teachings.



First Immaculata High Graduating Class

**59**  
YEARS STRONG

**In a 2018 survey of all stakeholders, the key factors cited for differentiating Immaculata from other high schools included Catholicity, the small size, a committed caring staff, a community feeling, and a safe environment.**

One respondent indicated that for many students and staff members, Immaculata is like a “second family”, clearly indicating that the community feel within the school walls is paramount to the essence of the school. These school features are all critical in the definition of who the Immaculata family is and also why parents choose to send their children to Immaculata. Looking forward, these differentiating elements are important to cherish and preserve.





We acknowledge that in order to provide new student spaces and additional course options, population and revenue growth is required. Over the past few years, we've seen our enrollment plateau at levels that limit course offerings and building enhancements. Our tuition revenue dictates what is possible for future development at Immaculata.

**Going forward, our goal for enrollment will be a 30% increase**, taking the school from 210 to 275 local students over the next 5-8 years. An additional 25-35 international students will also be accommodated. Staying within the 325 student mark will allow Immaculata to maintain the small school community feeling while also providing revenue support and rationale for building expansions.

In order to increase the student population by 30% **a more concentrated marketing approach will be implemented** including traditional marketing, social media and community outreach programs by the students. We need to build our brand awareness within Kelowna and surrounding areas and be considered as an option for families looking for a small, safe, faith-based school community who delivers excellence.



**An Immaculata education provides superior preparation skills for post-secondary education and life beyond.** We want our students to have access to course material that is relevant and challenging, including both textbook knowledge and hands-on experiences. We want our students to learn rigorous curriculum and be able to apply the information to real-world situations. We also want to expose our students to learning opportunities that go beyond the curriculum to gain knowledge that will help them to be successful adults.

**We need to continue to view our Catholicity as our advantage and our guide to teaching our students.** Catholicity must be central to what we're doing in the school and how we're presenting ourselves outside of the school. We invite our non-Catholic families to join us in our Catholic journey and see how our values align with their Christian values.

**We want to ensure that our school building continues to evolve and is updated to meet the needs of our students and staff.** We want to update the appearance of our school building, while still honouring the history of Immaculata. We want our building to reflect who we are as a community and to be a place that our students, staff and guests feel welcome, are comfortable, and want to stay.

**We want our students to see the community beyond the one they have at Immaculata and determine where they best fit and how they can add value.** We want to educate our students on the values of volunteerism and charity so that they may be good citizens of our city, province, country and world.

# Education

# Catholicity

# Our Home

# Community

To plan for the continued growth and success of Immaculata, we have established the 4 Priority Pillars on which to base our plan. We view this plan as our guide to take us beyond 2020, with regular updates and revisions being necessary based on changing circumstances.

## PILLAR 1

# Education

### GOAL

**Support the full education for all of our students by offering the right course selection and alternative learning opportunities.**

### Strategies:

1. Enhance the brand awareness and marketing of Immaculata to increase the number of students to 325 to allow for expanded course offerings.
2. By leveraging the experience of parents and other community members, develop a program of information sessions to broaden our students' knowledge base on non-curriculum subjects. (Nutrition, Personal Finance, Languages, Cyber Safety)

## PILLAR 2

# Catholicity

### GOAL

**Increase the level of Catholicity in our School to ensure that all students are aware of the Catholic teachings and have had the opportunity for a relationship with Christ.**

### Strategies:

1. Strengthen the Religion department by adding a new Catholic Community Co-ordinator role to plan retreats, offer curriculum support to teachers, and facilitate relationships between student and Christ, co-ordinate volunteer / mission work for students and staff. Initiate a parent-led team to work with the Bishop to secure funding and commitment for this role.
2. Review the Religion class curriculum to ensure adequate exposure to the Catholic Social Teachings and Apologetics, providing a full understanding of the Catholic faith to all students
3. Ensure all students participate in annual retreats to enrich their understanding of Catholicism and how it applies to their daily life
4. Increase the amount of prayer happening in the school on a daily basis (Prayer in the morning, Grace before lunch etc.)
5. Increase the integration of our faith into every aspect of the student life (athletics, classes, school building etc.)
6. Foster relationships and increased engagement with our supporting parishes to promote a life-long commitment to the church among our students.

## PILLAR 3

# Our Home

### GOAL

**Update and improve our school facilities to be in support of our educational goals, while being more appealing and comfortable for students and staff.**

#### Strategies:

1. By September 2019, replace the current outdoor sign with a digital outdoor sign to better market the school and keep students and staff updated.
2. By September 2020, update the interior front lobby to be a welcoming reflection of our current school community by removing some trophy cases and implementing a video wall to keep students, staff and parents aware of school news and events. Add furniture to the foyer to allow for casual meetings, group work or socializing.
3. By September 2022, build a multi-purpose room / theatre with 100-150 seats to use for drama productions, guest presentations, and meetings. Within the new space, create more storage space for drama equipment and office space for SPED. Once current drama room is vacated, remove wall between the Learning Commons and drama room to provide student lounge space for eating, meeting or socializing.
4. Update the hallways by converting the green bumpers to steel wainscoting.
5. Sell sponsorship of memorial benches and cement picnic tables to provide students and staff with outdoor seating areas.

### GOAL 1

**Create a brand and reputation for being a Catholic school with a small, caring, student-focused family.**

#### Strategies:

1. Create a marketing plan to promote Immaculata to Kelowna and surrounding areas.
2. Evaluate all marketing materials and advertising in place to ensure that they are on-brand and promote the correct messaging.

### GOAL 2

**Build on-going relationships with Immaculata alumni to honour our past and strengthen our reach in the greater Kelowna community.**

#### Strategies:

1. Feature alumni in the newsletter and on social media to teach our current students about those who came through Immaculata before them.
2. Invite alumni to school events, with specific graduation years being given extra focus.

### GOAL 3

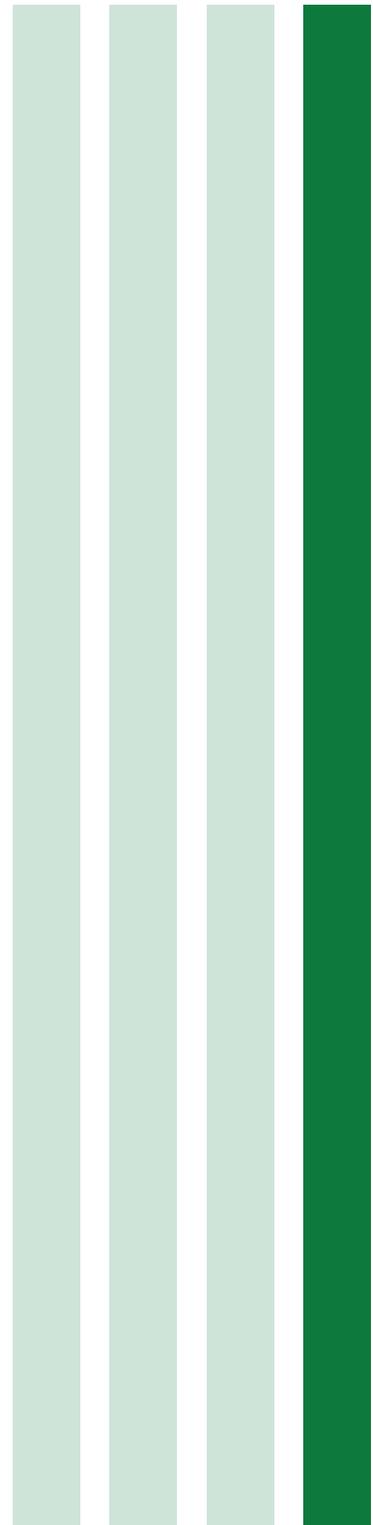
**Develop Immaculata into a community of charity**

#### Strategies:

1. Educate our students on the value of charity and volunteerism through the work of the Catholic Community Co-Ordinator
2. Identify appropriate partners for school-wide service initiatives
3. Continue to promote volunteer opportunities through the Service Fair and ensure "service hours" are legitimate

## PILLAR 4

# Community





# **IMMACULATA**

CATHOLIC REGIONAL HIGH SCHOOL

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