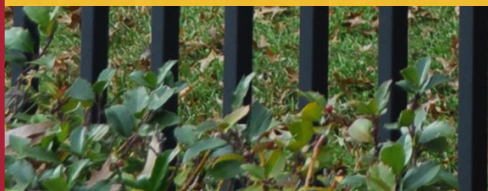




CALVERT HALL 175
STRATEGIC PLAN FOR 2018-2023



Dear Alumni, Parents and Friends,

One hundred seventy-five years ago, Archbishop Samuel Eccleston had a vision for a Catholic School for boys in Baltimore to be conducted by the Christian Brothers. A young Francis McMullen travelled to Canada to study to become a Christian Brother and returned to start Calvert Hall, the first Christian Brothers’ school in the United States. Brother Francis created the foundation that enabled Archbishop Eccleston’s vision to become a reality. Thus began 175 years of excellence in education based on our core Lasallian principles of faith and zeal.


Calvert Hall’s beginnings were on Saratoga Street in Baltimore and later moved to Cathedral and Mulberry Streets across from the Basilica of the Assumption. With a vision to expand and recognizing the limits of this property, Brother Gabriel Cecil undertook the process of moving the school to our current location in 1960. Since that time, The Hall has continued to flourish and further develop our Towson campus. We have a state of the art campus with wonderful facilities. We strive for excellence in all we do. With a focus on a rigorous college preparatory education, we have responded to the changing landscape of education without losing a sense of our purpose or mission. The faith development of our students is essential to who we are. We embrace the Lasallian value of community and remain steadfast in making our education affordable to a widely diverse population.

As we celebrate 175 wonderful years of educating Men of Intellect, Faith and Integrity, we recognize that now is not the time to rest on our laurels or become complacent. It is the time to acknowledge that things are going well, but more importantly, to reflect on how we can become even better in the future, inspired by our faith and our Lasallian Mission. We present Calvert Hall 175 as our strategic plan to continue to develop, grow and continually improve as we begin our next 175 years. In developing our plan, we sought input from a wide variety of constituents including the Board of Trustees, faculty, staff, alumni, parents and students. Working groups were formed to develop the themes and action steps you will find in the plan. We are grateful for the passion and willingness of so many to contribute ideas and participate in the process.

We see a great future for Calvert Hall. The six themes presented in Calvert Hall 175 provide us guidance and a process to achieve this future. There are challenges to overcome and aspirational goals to be sought, but we are confident that together we can achieve our goals, just as Brother Francis realized Archbishop Eccleston’s vision. St. John Baptist De La Salle told the first Brothers that the greatest accomplishment they could have would be to “touch the hearts of the students entrusted to their care”. We have touched hearts for 175 years and we will continue to touch hearts as we go forward.

From the Board of Trustees and School Leadership,


Brother John Kane, FSC. Ed.D.
President


M. Thomas Smyth, M.D.
Chairman, Board of Trustees

MISSION STATEMENT

Calvert Hall College, a Lasallian Catholic college preparatory school, prepares a diverse community of young men to achieve their full potential utilizing their unique talents. Through excellent academic and extracurricular programs led by innovative and dedicated educators, our students become confident men with an ethical foundation for service, independent thinking, and responsible leadership. Inspired by the faith and zeal of St. John Baptist de La Salle, our students develop a respect for others as part of an inclusive, lifelong Calvert Hall brotherhood as Men of Intellect, Men of Faith, and Men of Integrity.

OVERVIEW OF STRATEGIC PLANNING PROCESS

Under the leadership of our Board of Trustees and Strategic Planning Committee, with commitment and involvement from our Faculty & Staff, Alumni, Parents, Students and other key constituents, we have identified six key themes for our strategic plan:

1. Academic Excellence and Faculty Development/Support
2. Excellent Activities and Athletic Programs
3. Creating a Culture of Engagement and Philanthropy
4. Enrollment Management and Planning
5. Strengthen Our Financial Position
6. Ensuring a Strong Brand through our Marketing and Communication Strategies

These key themes serve as the cornerstones of Calvert Hall 175, providing focus and goals that will better position Calvert Hall for the future and allow us to deliver on our Mission. The Lasallian Mission is an overarching theme and is incorporated in everything we do.

ACADEMIC EXCELLENCE AND FACULTY DEVELOPMENT/SUPPORT



INTRODUCTION

A goal of all Lasallian schools is a commitment to maintaining diverse programs meeting recognized standards of excellence. Calvert Hall's commitment to this goal requires that it constantly examine its academic offerings and programs to meet the needs of students in the 21st Century. At the same time, it is critical that we maintain our Catholic, Lasallian values in a safe and secure learning environment that serves as our base. We are also called to maintain a talented and diverse faculty and staff who are committed to these values and bring expertise and excellence to their work. We acknowledge that the work we do is "God's work". De La Salle wrote to the first Brothers, "Thank God, who has had the goodness to employ you to procure such an important advantage for children". (MTR 194.1)

GOALS

- Goal #1: Provide a curriculum that ensures a superior college preparatory educational experience which reflects changing student demographics
- Goal #2: Provide the appropriate number of support staff, teachers, and administrators to facilitate a superior college preparatory curriculum
- Goal #3: Produce and maintain a competitive salary structure and benefit package to attract and retain excellent teachers

EXCELLENT ACTIVITIES AND ATHLETIC PROGRAMS



INTRODUCTION

In the tradition of Lasallian Schools, Calvert Hall seeks to educate the whole person. Care is given to the intellectual, social, cultural, physical and faith development of our students. Calvert Hall values its co-curricular and extra-curricular activities as extensions of the learning that takes place in our academic program. Growth and development takes place both in and outside the classroom. Strong programs are necessary to accomplish this and to provide a variety of activities so that there is something for everyone at The Hall.

GOALS

- Goal #1: Provide participants in athletics and activities with premier facilities
- Goal #2: Hire highly qualified candidates and maintain high standards of performance from coaches and activity moderators
- Goal #3: Examine current activities program to ensure that resources are being utilized in an efficient and effective manner providing opportunities for all students

CREATING A CULTURE OF ENGAGEMENT AND PHILANTHROPY



INTRODUCTION

For 175 years, Calvert Hall has provided thousands of young men opportunity. Many alumni tell stories of how they would not have been able to attend The Hall if not for the concern and generosity of others. That continues in the present and will continue in the future. Our commitment to maintain our widely diverse student population calls on us to seek the support and generosity of our alumni and friends. A strong advancement office is key to successfully gaining the financial support that will allow us to continue to make Calvert Hall accessible and provide the Lasallian education that is our hallmark.

GOALS

Goal #1: Increase connectivity with the number of people who are “in touch” or “involved” with Calvert Hall

Goal #2: Increase the Level of Giving Across All Platforms

Goal #3: Grow Efficiency and Effectiveness of Advancement Operations

ENROLLMENT MANAGEMENT AND PLANNING



INTRODUCTION

Calvert Hall has dedicated itself for the past 175 years to providing access to our Catholic, Lasallian education to a diverse student population. During this time, The Hall has responded to the changing demands necessary to achieve this goal. The current admissions environment is changing and challenging, calling on us to respond in new and creative ways to meet these challenges. The Mission, to establish an inclusive community preparing young men to achieve their ultimate potential by utilizing their unique God given talents to become Men of Intellect, Faith and Integrity, has been and continues to be the driving force at Calvert Hall.

GOALS

- Goal #1: Increase the number of student guests and the number of applications
- Goal #2: Use recruitment data to increase the conversion rate of applicants
- Goal #3: Explore strategic efforts to better “craft the class” which will reflect the nature and mission of the school
- Goal #4: Begin scenario planning in an effort to be proactive with enrollment management

STRENGTHEN OUR FINANCIAL POSITION



INTRODUCTION

Calvert Hall is in a strong financial position. School finances are managed well and the Board of Trustees and Finance Committee of the Board provide great oversight and support. As we prepare for the future, we recognize the need to sustain and enhance our strong financial position which, through wise management, will enable The Hall to carry out the mission entrusted to us.

GOALS

Goal #1: Strengthen our overall financial position

Goal #2: Effectively manage our long-term assets and resources

Goal #3: Effectively invest and manage our Investment Fund, including the Endowment account, for long-term returns at appropriate levels of risk

Goal #4: Examine existing and develop new sources of operating revenue

ENSURING A STRONG BRAND THROUGH OUR MARKETING AND COMMUNICATION STRATEGIES



INTRODUCTION

Market resource has shown that Calvert Hall has excellent name recognition in the Baltimore region. Concerted efforts have been made to strengthen and market the brand. There is an opportunity to further strengthen the brand and in particular, highlight those things that make Calvert Hall distinctive. Key components include: our Lasallian Catholic identity, academic excellence, and excellence in activities and athletics.

GOALS

- Goal #1: Increase branding and awareness throughout the community by way of consistent messaging while remaining grounded in our Lasallian Catholic identity
- Goal #2: Enhance the perception of Calvert Hall in the broader community
- Goal #3: Examine, study, and analyze the social media landscape



CALVERT HALL COLLEGE
8102 La Salle Road
Baltimore, MD 21286-8022