



# Enrollment Management & Marketing TOOLKIT

## Fact Sheet: St. Louis Catholic Schools 2013-14

### Who We Are...

- Our History
  - We built the first school in St. Louis in 1818 – 20 years before the first public school.
  - We integrated our schools almost 10 years before *Brown v. Board of Education*.
  - We educate approximately 20% of school-aged children in St. Louis City, St. Louis County and nine adjacent Missouri counties.
  - We are proud of our 195-year tradition of success.
  
- Our Mission
  - We deliver high-quality academics.
  - We integrate Catholic/Christian values and faith formation.
  - We provide a disciplined, safe environment.
  - We engage in and promote service to address community needs.
  
- Our Governance
  - Catholic parishes operate 102 elementary and 2 secondary schools.
  - The archdiocese operates 10 secondary schools and 3 elementary schools.
  - The archdiocese operates 10 special education schools and centers.
  - Catholic religious orders operate 10 private elementary and 15 secondary schools.





### ***Where We Are and Whom We Serve...***

- 26 schools serve 6,202 students in St. Louis City.
- 73 schools serve 22,672 students in St. Louis County.
- 48 schools serve 12,308 students in 9 additional Missouri counties.
- 12% of our students are not Catholic.
- 14% of our students are members of racial minorities.
- 11% of our students have one or more diagnosed disabilities.

### ***What We Contribute to St. Louis...***

- High Quality Education
  - Our schools are accredited by nationally-recognized regional and state associations.
  - Our curricula are aligned with national and state standards.
  - Our students score 20+ percentile points above the national average on the Iowa Test of Basic Skills.
  - 99+% of our high school students graduate on time.
  - 98% of our high school graduates enter college.
  - Our seniors earn approximately \$80,000,000 in college scholarships each year.
- Positive Educational Alternatives for Parents
- Healthy Competition with Other School Models
- Educated Children who Become Responsible Citizens and Community Members
- Relief of Tax Burden on State and Local Governments (over \$600 million)
- Special Education Services
  - Catholic schools serve over 4,600 students who have one or more diagnosed disabilities.
  - Since 1950, the archdiocese has provided special education programs for students with multiple and/or severe disabilities, including cognitive processing deficits, attention disorders and autism-spectrum disorders.



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### *How We Fund/Sustain Our Schools...*

- Average Cost Per Student:
  - The average cost to educate a child in grades K-8 is approximately \$6,300 (parish elementary school).
  - The average cost to educate a child in grades 9-12 is approximately \$11,300 (archdiocesan high school).
- Tuition
  - The average parish elementary school tuition is \$4,100.
  - The average archdiocesan high school tuition is \$8,500.
- Revenue Sources:
  - Tuition funds approximately 75% of operations.
  - Church contributions fund approximately 15-20% of operations.
  - Donations from individuals, grants from foundations and community agencies, and fundraising events fund approximately 5-10% of operations.
  - “Alive in Christ” Scholarships administered by the ***Today and Tomorrow Educational Foundation*** and funded by parish assessments provide needs-based tuition assistance to both Catholic and non-Catholic families

### *Current Challenges...*

- Declining Enrollment
  - The economic downturn has affected families’ ability to afford tuition.
  - Family sizes are smaller, and families have relocated to different areas.
- Decreasing Funding
  - The economic downturn has affected contributions to the Church and to grant-making organizations.
  - Investment and endowment revenues have decreased.



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### *How We Are Addressing This Reality/These Challenges...*

- Archbishop Robert Carlson's ***Mission Advancement Initiative*** is implementing plans to grow enrollments, generate additional funding, and strengthen academic and religious programs.
- Catholic educators' salaries are approximately 60-70% of comparable public school salaries.
- Monitoring of individual school budgets has increased.
- Programs, resources, and positions have been consolidated.
- General marketing campaigns have increased, and enrollment management training has been provided.
- Additional funding sources are continually being sought.

### *Why You Should Help Us...*

- Because Catholic schools contribute to the good of the community.
- Because our students are your current and future colleagues/clients/customers.
- Because Catholic schools are community anchors for neighborhoods and businesses.
- Because Catholic schools have a proven track record of success across socio-economic categories, including the poor and disadvantaged.
- Because the advantages of Catholic education should be available to all community members, not just those who can afford them.

