**[School Name] Catholic School**

**Enrollment Management and Marketing Planning**

*Mission Statement Evaluation/Development*

**Current Mission Statement (if available):**

***Enter current mission statement here (or move on to next section if mission statement has not yet been developed).***

**Reflection and discussion questions:** *Either individually or in small groups, ask various members of the school community to reflect on and respond to the following questions. Seek input from school board members, teachers, parents, and even students. (Refer to Benchmark 2 in Evaluation Rubric.)*

|  |  |
| --- | --- |
| What makes our school unique and different from other schools? |  |
| Whom do we serve, how do we serve them and why? |  |
| What are the outcomes we desire for students, families, teachers, etc? |  |
| Does our current mission statement capture the sentiment of why our school exists? |  |

**Key Messages and/or Suggested Revisions to Mission Statement:**

**New/Revised Mission Statement:**

***Enter newly-developed or revised mission statement here. Transfer this to your final Enrollment Management Plan document.***