



BISHOP CHATARD HIGH SCHOOL

OFFICE OF INSTITUTIONAL ADVANCEMENT

Vice President for Institutional Advancement

The Vice President for Institutional Advancement for Bishop Chatard High School is directly responsible to the President and, by extension, to the Board of Directors and Archdiocese for the development and maintenance of the ongoing, comprehensive program of institutional advancement encompassing enrollment management, fundraising, marketing and communications, alumni affairs and special events. The efforts are designed to promote support among the various publics (alumni, parents, alumni parents, prospective students, parishes, businesses, foundations, and friends) for the mission of Bishop Chatard High School.

The advancement program exists to communicate the mission and objectives of Bishop Chatard High School, enhance the image of the school, and obtain the human and financial support necessary to ensure a strong and vibrant future.

The Vice President for Institutional Advancement:

I. General

Advises and assists the President, the Board, the advancement committees and various support organizations in establishing and maintaining an ongoing program of institutional advancement to positively position the school for enrollment, resource and image;

Prepares and presents to the President who recommends to the Board a comprehensive annual advancement plan and three (3) year advancement plan for approval

In response to the school's 2022 - 2025 strategic plan, the primary focus of the Vice President will be to lead the school's efforts in

promoting Bishop Chatard to the North Deanery families through a comprehensive program of engagement

Involves others in the support of Bishop Chatard High School through their time, talents, and financial resources

II. Enrollment Management

The responsibilities of the Vice President, in consultation with the Executive Director of Marketing and Communications, will be to:

1. Develop and implement the annual and three (3) year enrollment management plans to include a comprehensive plan for North Deanery outreach;
2. Oversee the Enrollment Management staff;
3. Coordinate the involvement of administrators, faculty, staff, parents, alumni, students, North Deanery parishes and others in implementing the enrollment management plans;
4. Recruit and direct the parish ambassadors, who represent each of the North Deanery parishes, to participate in promotional efforts to their fellow parishioners;
5. Plan and oversee the annual Open House, shadowing for prospective students, parent information sessions and all North Deanery parish outreach initiatives;
6. Implement student application and registration processes;
7. Plan Freshman orientation and new parent meetings and other onboarding initiatives;
8. Evaluate and assess the results of the annual recruitment/retention efforts and adjust the program and plans as necessary.

Work with the Executive Director of Marketing and Communications to ensure a comprehensive and consistent approach in all recruitment and marketing resources including social media, website information, print materials, videos and other promotional materials.

Works with the Athletic Director to promote the school to all of the North Deanery parish sports programs.

III. Fund Development

Oversees the Executive Director of Fund Development and participates as necessary to;

1. Develop and implement the annual and three (3) year fund development plans;
2. Design, plan and coordinate all fundraising programs: annual giving, capital fundraising, endowment growth, sponsorships educational grants, and planned giving
3. Oversee the Fund Development staff, which includes Director of Alumni Relations, Donor Information Manager and Special Events Manager;
4. Develop and maintain the master fundraising calendar;
5. Identify, recruit, train and supervise all volunteers associated with the various fund development activities;
6. Prepare and submit proposals and grant applications;
7. Plan and implement donor recognition programs;
8. Annually evaluate the program, its impact and results and adjust strategies as necessary.

IV. Alumni Relations

Oversees the Executive Director of Fund Development and participates as necessary to:

1. Keep abreast of alumni updates and acknowledge accomplishments;
2. Communicate with the alumni/ae on a regular basis
3. Annually evaluate the alumni strategic plan, programming and its impact and results, and adjust strategies as necessary:

V. Communications and Marketing

Oversees the Executive Director of Marketing and Communications to;

1. Develop and implement the annual and three (3) year marketing and communications plans;
2. Direct a program of written and personal communications with various constituencies; cultivate media contacts; manage print/digital advertising; produce print and digital newsletters,

- annual reports, Trojans Today magazine and other promotional materials where appropriate;
3. Manage the Marketing and Communications staff;
 4. Manage the Web Manager's responsibility in the maintenance and upgrading of the school's website;
 5. Ensure the preparation and dissemination of regular communications and publications updating key constituencies on pertinent school news;
 6. Prepare and disseminate an annual report to the school administration, Board of Regents and other selected publics;
 7. Annually evaluate the program, its impact and results, and adjust strategies as necessary.

VI. Other

1. Keeps abreast of current developments in Catholic education;
2. Keeps abreast of current enrollment management, fund development, communications and alumni relations developments, strategies and tools through professional reading and professional development;
3. Serves as staff to the board's Marketing committee in participating in their regular meetings
4. Attends Board meetings at the request of the President to report results vs. goals and costs vs. budget for the advancement program;
5. Meets regularly with the President to provide updates and discuss strategies;
6. Remains aware of and represents the aims and objectives of Bishop Chatard High School to the wider community at appropriate meetings and events;
7. Prepares and monitors the annual advancement budget.