

2023-2024 VISION TO ACTION PLAN

Goals for 2023-2024

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| To foster communications within CCSTA and the Catholic community | 1 |
| To establish strategic political relationships | 2 |
| To raise the profile of CCSTA | 3 |
| To expand communications and relationships with Catholic bishops | 4 |
| To introduce, manage and review CCSTA Special Projects | 5 |



Enlivened by the Word of God and our tradition, we promote and protect the right to Catholic education in Canada.
We speak as one.

Aminés par la Parole de Dieu et notre tradition, nous assurons la protection et la promotion du droit à
une éducation catholique au Canada. Nous parlons d'une même voix.

TOPIC: COMMUNICATION

GOAL: To foster communications within CCSTA and the Catholic Community

PLAN OF ACTION:

- To keep content of the CCSTA Newsletter current
- Update CCSTA website on a regular basis.
- Distribute CCSTA June and December newsletters electronically to Catholic boards and organizations.
- Distribute good news stories electronically to Catholic boards and organization.
- Use provincial association contacts for e-mail distribution.
- Provide website and newsletter content in both official languages.
- Create Board of Directors Highlights document after each board meeting.
- Ensure website is mobile friendly.
- Continue to utilize twitter and monitor account

TIMELINES:

- Website - regular updates.
- Newsletter - November collection with December publication, and May collection with June publication.
- Emails - after Board of Directors meetings, and current topics as they arise.
- Board of Directors Highlights documents created and distributed after board meetings.
- Engage social media on a regular basis.

REVIEW PROCESS:

- Meet with President.
- Outline progress of goal with CCSTA Executive and Board of Directors in February and June.

INDICATORS OF SUCCESS:

- Current information on web-site.
- Newsletter published and distributed electronically.
- French language content on website, twitter and in newsletters.
- E-mails sent across Canada to trustees and other Catholic organizations.
- Board Highlights documents distributed after each board meeting.
- Increased presence on social media.
- Number of followers on twitter
- CCSTA website is mobile friendly
- Implementation of Digital Marketing Plan

TOPIC: GOVERNMENT RELATIONSHIPS

GOAL: To enhance strategic government relationships.

PLAN OF ACTION:

- Have President and Executive Director attend Parliamentary Prayer Breakfast.
- Host a meeting of the Executive Director/Provincial Associations at least once/year.
- Share information on government relations with provincial associations.
- Continue work with a government relations firm.
- Annual Lobby Day.
- Local Engagement Strategy.
- Encourage all trustees to engage with their MPs every year.

TIMELINES:

- Attendance at Prayer Breakfast
- Annual Provincial Association Meetings
- Annual Lobby Day
- On-going Local Engagement with updates at Board meetings

REVIEW PROCESS:

- Meet with President.
- Outline progress of goal with CCSTA Executive and Board of Directors in February and June.

INDICATORS OF SUCCESS:

- Provincial associations in regular contact - sharing ideas/issues, and working together when appropriate.
- A national political profile for CCSTA.
- Reports from individual directors.
- Feedback from lobby day and local engagement strategy.

TOPIC: CCSTA PROFILE

GOAL: To raise the profile of CCSTA.

PLAN OF ACTION:

- Maintain electronic mailing list database.
- Continue contact with NCEA.
- Connect with:
 - Members of Parliament (MPs)
 - Senators
 - Catholic School Boards Association
- Meet and dialogue with Catholic provincial associations.
- Attend provincial AGMs.
- Meet with National Catholic Educational Association (NCEA) President at NCEA convention.
- Use website and twitter to highlight provincial activities, best practices from across Canada.
- Use social media to raise profile and attract followers.
- Continue active participation in OIEC

TIMELINES:

- Electronic mailing list expanded.
- On-going contact with provincial associations
- Attendance at OCSTA, AFOCSC, SCSBA and ACSTA AGMs .
- On-going for website updates.
- On-going use of twitter account

REVIEW PROCESS:

- Meet with President.
- Outline progress of goal with CCSTA Executive and Board of Directors in February and June.

INDICATORS OF SUCCESS:

- Electronic database expanded
- Attendance at provincial, national and US conferences.
- Increased traffic on CCSTA website.
- Contact with NCEA, and OIEC.
- Increased number of followers on twitter.

TOPIC: RELATIONSHIPS WITH BISHOPS

GOAL: Strengthen CCSTA's relationship with Catholic bishops.

PLAN OF ACTION:

- Keep in regular dialogue and communication with the CCCB Ottawa office.
- Invite bishops to attend CCSTA AGM/Convention.
- Send correspondence (newsletters, cards, etc.) to bishops.
- President and Executive Director attend provincial AGMs where bishops are present.
- Share electronic updates (e.g. CCCB Newsletters).
- Submit articles for publication in the CCCB "Encounter" newsletter, as requested.

TIMELINES:

- On-going contact with CCCB office.

REVIEW PROCESS:

- Meet with President during November.
- Outline progress of goal with CCSTA Executive and Board of Directors in January and June.

INDICATORS OF SUCCESS:

- Letters and correspondence sent to CCCB office.
- Bishops in attendance at CCSTA AGM/Convention

TOPIC: SPECIAL PROJECTS

GOAL: To ensure that Special Projects are planned for and managed successfully.

SPECIAL PROJECTS 2023-2024

- Toonies for Tuition

PLAN OF ACTION:

- Increase awareness of the need for tuition support via the website, twitter, newsletters and pamphlets.
- Continue to build on increased participation and fundraising events.
- Continue to encourage on-line donations.
- Video available for Boards to use to help promote the campaign.
- Explore additional fundraising opportunities
- Update Toonies for Tuition webpage

TIMELINES:

- Contact made with Directors of Education and Chief Superintendents regarding fundraising.
- Regular contact with OCSTA.

REVIEW PROCESS:

- Meet with President.
- Outline progress of goal with CCSTA Executive and Board of Directors in February and June.

INDICATORS OF SUCCESS:

- Increase in the number of districts/schools throughout Canada contributing to Toonies for Tuition.
- Video available on website