SOARING TO NEW HEIGHTS

Shared Vision for the Future:
Brooks DeBartolo Collegiate High School

STRATEGIC PLAN 2017-2022
Across our nation, the most successful schools regularly engage in a healthy planning process that includes collaboration among the broad spectrum of their constituency groups. They rely on organizational integrity and leadership to create a strategic vision for the future of their school. Our Strategic Plan will be the byproduct of concentrated efforts that will include an intensive self-examination in preparation for our accreditation and conclusions drawn from the analysis of our cross-community collaborations where we received feedback from the valued stakeholders of the Brooks DeBartolo community.

The strategic planning process will not only enable us to gain a greater understanding of Brooks DeBartolo’s strengths and challenges facing us today but, more importantly, it will make us aware that we all do, in fact, share a common vision for our school and for our students.
Strategic planning is a dynamic, fluid, engaging process involving many stakeholders who contribute to our plan for the future. As a school community, we examine each area of the school and collaboratively determine our goals for the next five years. At Brooks DeBartolo Collegiate High School, we successfully implemented the Strategic Plan for 2012-2017, and we seek continuous improvement to ensure our students continue to reach high levels of academic achievement while supporting students’ social, emotional, and physical well-being. During the period of our first strategic plan, the school moved to a beautiful eleven acre campus and developed a strong academic program earning top scores in the district and the state. Enrollment has increased to reach our maximum enrollment of 600 students, and the applicant pool has grown each year. The school has received the following recognition since 2012: One of America’s Most Challenging High Schools from The Washington Post, One of America’s Best High Schools from US News and World Report, High Performing Charter School by the Florida Department of Education, awarded seven consecutive A Grades from the Florida Department of Education, National Blue Ribbon of Excellence from the US Department of Education for 2015.

As we look to the next five years, the future is bright for Brooks DeBartolo Collegiate High School. We seek to continuously improve in all areas, expand where it is needed, and ensure the needs of our students are met so that we can provide a quality, public school education. The strategic plan for the future is a living document that is constantly inspected, evaluated, pursued, and achieved. Together, with commitment to this plan, we will continue to Soar to New Heights!
Brooks DeBartolo Collegiate High School (BDCHS) opened in 2007 when founders Derrick Brooks and Eddie DeBartolo identified the need for a small, quality charter high school that would prepare students for post-secondary education through a rigorous college preparatory program. Although Mr. Brooks and Mr. DeBartolo each operated individual charitable organizations that supported youth, community organizations, mentoring programs, and educational opportunities, the two men joined to form Brooks DeBartolo Charities with the following purpose: to create a new educational opportunity for high school students in the Tampa Bay area. BDCHS became the first traditional charter high school in Hillsborough County and has continued to reach new heights ever since.

HISTORY OF BROOKS DEBARTOLO COLLEGIATE HIGH SCHOOL

Brooks DeBartolo Collegiate High School (BDCHS) strives to be a model collegiate high school, offering a broad and rigorous technology-rich educational program to students from diverse backgrounds. Within a caring, respectful multicultural environment, the school is committed to instilling in each student a desire to learn, to take appropriate risks, and to overcome challenges. The school community is committed to developing students who are life-long learners and responsible citizens who will succeed in the 21st century.

BDCHS MISSION

BDCHS VISION

To give all students a rigorous academic and experiential collegiate education which prepares them to become leaders in their communities.
As we begin the second phase of our Brooks DeBartolo Strategic Plan, we can look to the past with pride and rejoice in its success. BDCHS can also confidently look forward towards its future, for throughout the past ten years, the school has gone through many transformations that have enhanced its mission and propelled its growth as an educational institution of excellence.

If there is a central theme to this new Strategic Plan, it is that we seek to excel in transforming young men and women to become engaged leaders and agents of change. Amazing and prophetic dreams are at the core of this Strategic Plan. As we bring these dreams to concrete implementation, we are confident that we will continue to grow with renewed purpose and vision. This Strategic Plan has been developed to help engage, refocus and inspire our community of stakeholders to think and act strategically. It lays a foundation of broad goals and strategic objectives upon which the school will maximize its growing potential, but it is left to the stakeholders to give form to goals and objectives that are separated into four integrated pillars.

To ensure that a talented team of dynamic, visionary leaders (Board Members, Administration, Faculty and Staff leaders) is recruited and continuously improving, so that these leaders can continue to promote an educational community in the pursuit of excellence.

OBJECTIVE 1:
Maintain integrity to the school’s mission and vision and respond effectively to the changing needs of the school community by evaluating and revising its governance and administrative structures.

OBJECTIVE 2:
Generate fresh innovative ideas, challenge old assumptions and have the opportunity to share new perspectives that will make a positive difference in the work of the Board and be the most effective advocate for the school’s educational vision and values.

OBJECTIVE 3:
Conduct the affairs of the school, subject to applicable education law, not for profit corporation law and the school’s charter and bylaws.
OBJECTIVE 1: Strengthen our college preparatory curriculum so that it is comprehensive, technology-rich, rigorous and intellectually challenging. Provide clear curricular pathways aligned with college course work and prepare students for the ever-changing digital society.

OBJECTIVE 2: Retain and recruit the most robust, diverse, highly qualified faculty who will provide a safe climate, stimulate creativity in teaching, provide an educational environment that fosters critical thinking and problem-solving skills, and are committed to preparing our students for lifelong learning and advanced graduate outcomes.

OBJECTIVE 3: Evaluate and strengthen college and career counseling at BDCHS.

OBJECTIVE 4: Emphasize the importance of co-curricular and personal wellness activities for the development of the whole student.

OBJECTIVE 5: Provide a wholesome, well-balanced, and safe learning environment for all students.

OBJECTIVE 6: Work with parents, encouraging a meaningful partnership in the total education of their children through significant volunteering in school activities.

OBJECTIVE 7: Foster effective use of technology across the curriculum, using innovative technologies.

OBJECTIVE 8: Provide teachers with the most current technological tools necessary to fully implement classroom instruction and enhance the learning environment.

OBJECTIVE 9: Monitor, revise and update the school technology plan annually.

EDUCATION/CO-CURRICULAR/TECHNOLOGY GOAL

To promote a community of learners that values a collegiate technology-rich curriculum and a collaborative, creative, interdisciplinary, and well-rounded approach to student-centered learning to meet the essential needs of the 21st century with innovative research-based pedagogy. To foster digital literacy in a technology-rich learning and critical thinking environment across the curriculum and to provide increased access to a variety of technology tools to create effective users of innovative 21st century technologies.
DEVELOPMENT & MARKETING/RECRUITMENT & RETENTION GOAL

Development & Marketing/Recruitment & Retention Goals: To support the Brooks DeBartolo Collegiate High School’s mission, vision, and strategic plan by implementing fundraising efforts and maintaining a comprehensive and effective development program with philanthropic and alumni support. To achieve a diverse optimum enrollment by actively seeking ways to broaden Brooks DeBartolo Collegiate High School’s presence and exposure in the local community and to build connections to educational advocates who will support and enhance the school’s programs and mission.

OBJECTIVE 1:
Build new individual, corporate and community relationships/partnerships while maintaining and strengthening existing relationships both externally and internally.

OBJECTIVE 2:
Oversee all school wide fundraising efforts and events, ensuring success and creating consistency, excitement, focus and return on investment.

OBJECTIVE 3:
Create and build diverse financial income and resources thereby providing support for BDCHS’s priorities.

OBJECTIVE 4:
Plan, initiate and manage the Athletic/Academic Facility Capital Campaign which when completed will further the BDCHS students’ experiences and opportunities, strengthen school spirit and the sense of family, and provide opportunities for community engagement and growth.

OBJECTIVE 5:
Achieve a diverse optimum enrollment.

FINANCE/FACILITIES GOAL

To ensure financial sustainability by procuring the necessary resources and allocating them appropriately. To properly maintain the existing campus and plan proactively for future needs.

OBJECTIVE 1:
Ensure financial sustainability by procuring the necessary resources and allocating them appropriately.

OBJECTIVE 2:
Promote and support an innovative and dynamic learning environment in support of the academic and co-curricular mission and vision of the school.
STRATEGIC PLANNING PROCESS
MARCH 2015 – JUNE 2016

MARCH 2015
Climate surveys were distributed and collected from all parents, students, faculty, staff, administration and Board of Directors.

JUNE 2015
The BDCHS Board of Directors appointed Norma Matassini, M.Ed, and Dr. Cynthia Vasquez as the Strategic Planning Committee Chairpersons.

OCTOBER 2015
All Members of the BDCHS community were invited and participated in a strategic planning session to share their thoughts, dreams and ideas.

NOVEMBER 2015
Directors began working in committees to condense the recurrent themes for the March surveys and focus on six main themes: Governance, Finance, Education, Technology, Recruitment, and Development/ Fundraising.

JANUARY 2016
Board Committee members and BDCHS administration drafted the framework for the three to five year plan including mission statement, vision, goals and strategies for the six main themes; Leadership/Governance, Education/Co-Curricular, Technology, Finance/ Facilities, Marketing, and Development/ Fundraising.

FEBRUARY 2016
All members of the BDCHS community were invited to participate in a strategic planning review session to share their thoughts and possible revisions.

MAY 2016
The BDCHS Board of Directors approved the first draft of the Strategic Plan with the revised pillars reflected as: Leadership/Governance, Education/Co-Curricular, Technology, Finance/ Facilities, Development/ Marketing, and Recruitment/Retention.

AUGUST 2016
The BDCHS Board of Directors approve the final Strategic Plan for 2017-2022.
BDCHS BOARD COMMITTEES
2017-18

GOVERNANCE
CO-CHAIRS:
Dr. Cynthia Vasquez
Derrick Brooks

MEMBERS:
Rich Lozada
Norma Matassini

FINANCE
CO-CHAIRS:
Dr. Cynthia Vasquez
John Browne

MEMBERS:
Kristine Bennett
Derrick Brooks
Steven Giarratano
Bob Walker
Aundreka Williams

EDUCATION/TECHNOLOGY
CO-CHAIRS:
Norma Matassini
Dr. Joan Roberts
Linda Sustakoski

MEMBERS:
Kristine Bennett
Jamie Ervin
Eric Gommermann
Ashley Matthews
Altelio Moragne
Tina Serra

DEVELOPMENT/MARKETING
CO-CHAIRS:
Judy Anderson
Valerie Panou

MEMBERS:
Areon Atkinson
Kristine Bennett
Paul Bowdoin
Cynthia Levesque
Tiffany Sperry
Judy Bragdon
Jeff Karns

ACKNOWLEDGEMENTS

BDCHS PRINCIPAL Kristine Bennett, Ed.S.
BOARD OF DIRECTORS CHAIR Norma Matassini
STRATEGIC PLAN CHAIRS Norma Matassini, M. Ed, Dr. Cynthia Vasquez
EXECUTIVE BOARD ASSISTANT Victoria Harris

STRATEGIC PLAN WORKSHOP PARTICIPANTS Judy Anderson,
Areon Atkinson, Kristine Bennett, Jamie Ervin, Cheryl Fernandez,
Eric Fernandez, Lisa French, Mercedes Hale, Trevor Joensen,
Edward Khatskelevich, Lourdes Lozada, Emily McLean,
Riley McLean, Christen Richards, Anicette Richardson,
Haley Spooner, Linda Sustakoski, Julia Terraciano

Strategic Plan reviewed annually in committees by
Principal and Board of Directors, 2017-2022
WE GRATEFULLY EXTEND OUR DEEPEST APPRECIATION TO OUR BDCHS TEACHERS, ADMINISTRATORS AND FAMILIES. WITHOUT THEIR STEADFAST SUPPORT, WE WOULD NOT “SOAR TO NEW HEIGHTS.”