

Lourdes School of Mandaluyong
FIVE YEAR STRATEGIC DEVELOPMENT PLAN
STUDENT SERVICES

Rationale: The Student Services Area is committed to providing dynamic academic and non-academic partnership through implementing learner-oriented support programs which empower students’ Capuchin-Franciscan-Marian formation and overall welfare and development.

Five Year Objective To provide comprehensive support services that advocate excellence, integrity and sustainability adaptive to the changing needs of diverse learners				Anchors: • School Vision-Mission, Lourdesian Creed • School Thrust, Core Values • Five Year Theme • CFPP • PAASCU Standards • ILGA Linkages: • Academic Programs • Units under Student Services • PTA, SOLAA • External (DepEd, LGU, Partner communities per unit/office, service provider, professional organizations, HEIs, PAASCU, CEAP, IBSC, PEAC)			
Area/s	Specific Objectives	2023-2024 Rekindling (PAASCU VISIT HS- SEPTEMBER 2023; GS- JANUARY 2024) 800th Anniversary of Greccio (LSM@64)	2024-2025 Celebrating LSM’s 65th Anniversary 800th Anniversary of La Verna	2025-2026 Valuing 800th Year of the Canticle of Creatures	2026-2027 Enhancing 800th Death Anniversary of St. Francis	2027-2028 Living Out – 170th Year of the Lourdes Apparitions Evaluation and Planning for the next Five Years	Key Result Areas (concrete evidence that you have achieved your objective)

MARKETING							
STUDENT SERVICES SPECIFIC OBJECTIVES Area/s	MARKETING Specific Objectives	Year 1 2023-2024	Year 2 2024-2025	Year 3 2025-2026	Year 4 2026-2027	Year 5 2027-2028	Key Result Areas
I. Program Development							
To align the support programs and services anchored to the school's thrust To intensify the existing support programs and services aligned to the school's thrust	a. To formulate clear, target - driven and standard policies in the implementation of the marketing plan	<i>Creation of a well-defined marketing committee to review and modify existing marketing plan.</i> <i>Consistent monitoring and evaluation of strategies and formulate workable action plans</i>	<i>Establish technical working groups / committees assigned to carry out specific tasks defined in the marketing plans</i>	<i>Consistent monitoring and evaluation of strategies and action plans</i> <i>(enrichment)</i>	<i>Consistent monitoring and evaluation of strategies and action plans</i> <i>(enhancement)</i>	<i>Consistent monitoring and evaluation of strategies and action plans</i> <i>(intensification)</i>	<i>Well-articulated marketing plans and well-defined working committee that promote school branding/culture that aims an increase in enrollment.</i>

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	b. To develop a well-articulated marketing plan anchored to the vision and mission, and thrust of the school.	<i>Review the existing plan and formulate a workable, research-driven and targeted marketing development plan</i>	<i>Modify and implementation of the marketing development plan</i>	<i>Continuous modification and implementation of the marketing development plan</i>	<i>Enhancement the implementation of the marketing development plan</i>	<i>Continuous modification and evaluation implementation of the marketing development plan</i>	<i>A well-defined, data-driven, and target-based marketing development plan aligned with the school's vision-mission, branding and thrust</i>
II. Community Development							
- Students - Employees/ Staff - Parents Adopted Community To provide creative and innovative programs and activities for the community	a. To provide appropriate marketing strategies focusing on the promotion of school culture, programs and activities	<i>Identify programs and activities that will be included as strategies to promote the school</i> <i>To come up with annual marketing campaign</i>	<i>Establish and intensify the integration of the marketing plan in each program of the school</i>	<i>continuous inclusion of marketing strategies in the different programs of the school</i>	<i>continuous inclusion of marketing strategies in the different programs of the school</i>	<i>continuous inclusion of marketing strategies in the different programs of the school</i>	<i>Targeted marketing strategies focusing to promote school programs, activities, and branding</i>

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II. Professional Development (Skills Training for Employees of the Unit/Office)							
To intensify the upskilling of employees	To equip the committee members and the community on the current marketing trends	<i>Conduct assessments on committee members' and the community's necessary skills to ensure success of the marketing plan</i>	<i>Attendance to skills development, training, and seminars. consultation with marketing experts</i>	<i>Continuous attendance to skills development, training, and seminars. consultation with marketing experts</i>	<i>Continuous attendance to skills development, training, and seminars.</i>	<i>Continuous attendance to skills development, training, and seminars.</i>	<i>Targeted marketing strategies focusing to promote school programs, activities, branding</i>
	INTERNAL MARKETING STRATEGIES						
	To address internal concerns those have directly and indirectly affected enrollment and streamline strategies in addressing it.	<i>Establish protocols for the following: efficient COMMUNICATION CHANNELS in order to immediately address concerns</i>	<i>Implementation and evaluation of protocols on the following: 1. efficient COMMUNICATION CHANNELS in order to immediately address concerns</i>	<i>Identify and explore other COMMUNICATION CHANNELS in order to directly convey information to the targeted audience</i>	<i>intensify COMMUNICATION CHANNELS in order to directly convey information to the targeted audience</i>	<i>Evaluate COMMUNICATION CHANNELS in order to directly convey information to the targeted audience</i>	<i>Effective delivery of information and a well-established communication channel</i>

	Establish protocols for the following: 2. School branding /marketing campaign 3. School Merchandise	<i>Implementation and review of the protocols</i>	<i>Implementation and review of the protocols</i>	<i>Implementation and review of the protocols</i>	<i>Implementation and review of the protocols</i>	<i>Implementation and review of the protocols</i>	Standardized school branding strategies to promote our school identity
	EXTERNAL MARKETING STRATEGIES						
	To address internal concerns that have directly and indirectly affected enrollment and streamline strategies in addressing it.	<i>Establish protocols for the following:</i> LINKAGES AND COLLABORATION WITH PARTNER COMPANIES AND COMMUNITIES	<i>implementation and review of the protocols</i>	<i>implementation and review of the protocols</i>	<i>implementation and review of the protocols</i>	<i>implementation and review of the protocols</i>	Standardized school branding strategies to promote our school identity
III. Facility Development/ Technology Integration							
To ensure the availability of adequate, conducive, up-to-date, well-maintained, and safe	To address internal concerns those have directly and indirectly affected enrollment and streamline	<i>Establish protocols for the following:</i> 4. Physical facilities improvement campus setup of marketing ads	<i>implementation and review of the protocols</i>	<i>implementation and review of the protocols</i>	<i>implementation and review of the protocols</i>	<i>implementation and review of the protocols</i>	

facilities to support the functions of teaching, research, and community service.	strategies in addressing it.	<i>monitoring the delivery of service supplier of school documents and forms</i>					
Monitoring and Evaluation A mid-year and year-end evaluation evaluation will be done to assess and monitor the Five year Strategic Development Plan							

MEDIA INFORMATION AND COMMUNICATION OFFICE							
STUDENT SERVICES SPECIFIC OBJECTIVES Area/s	MEDIA INFORMATION AND COMMUNICATION OFFICE Specific Objectives	Year 1 2023-2024	Year 2 2024-2025	Year 3 2025-2026	Year 4 2026-2027	Year 5 2027-2028	Key Result Areas
I. Program Development							
To align the support programs and services anchored to the school's thrust To intensify the existing support programs and services aligned to the school's thrust	To formulate clear scope and direction of the MICO	<i>Formulate the MICO program that addresses its functions and capabilities. identify the scope and limitations of the office in carrying out its current functions</i>	<i>Implementation of the MICO program that addresses its functions and capabilities.</i>	<i>Consistent monitoring and evaluation of strategies and action plans (enrichment)</i>	<i>Consistent monitoring and evaluation of strategies and action plans (enhancement)</i>	<i>Consistent monitoring and evaluation of strategies and action plans (intensification)</i>	<i>Well-articulated program and procedural manuals to standardized its practices</i>
STUDENT SERVICES	MARKETING	Year 1 2023-2024	Year 2 2024-2025	Year 3 2025-2026	Year 4 2026-2027	Year 5 2027-2028	Key Result Areas

SPECIFIC OBJECTIVES Area/s	Specific Objectives						
	MEDIA CREATION & DISTRIBUTION						
	To develop a standardized social media presence that reflects on our school branding aligned to the marketing development plan	<i>Standardized protocols in our online presence of the school by monitoring the ff:</i> <i>a. social media presence</i> <i>b. connections and linkages</i> <i>c. school branding</i>	<i>implementation and review of the protocols</i> <i>Continuous social media presence and improve its engagement</i>	<i>implementation and review of the protocols</i>	<i>implementation and review of the protocols</i>	<i>implementation and review of the protocols</i>	
	Provision of necessary resources, equipment, and appropriate working areas to produce quality content and projects.	<i>continuous maintenance & inventory of resources and equipment to meet the trends as a tool to improve the quality of the project</i>	<i>continuous maintenance & inventory of resources and equipment to meet the trends as a tool to improve the quality of the project</i>	<i>continuous maintenance & inventory of resources and equipment to meet the trends as a tool to improve the quality of the project</i>	<i>continuous maintenance & inventory of resources and equipment to meet the trends as a tool to improve the quality of the project</i>	<i>continuous maintenance & inventory of resources and equipment to meet the trends as a tool to improve the quality of the project</i>	<i>Quality media outputs that reflect the school identity and branding</i>
	To establish linkages in organizations, departments/units, and other	<i>Creation and implementation of protocols in the linkages within the organizations, etc. to</i>	<i>establish continuous linkages within the</i>	<i>review protocols the linkages</i>	<i>continuous linkages</i>	<i>Evaluate linkages</i>	<i>Systematic dissemination of information aligned to the</i>

	institutions to create well-planned campaigns and dissemination of information	<i>plan the delivery of information</i>	<i>organizations, etc. to ensure proper delivery of information</i>				<i>standard set by the school</i>
Monitoring and Evaluation A mid-year and year-end evaluation evaluation will be done to assess and monitor the Five year Strategic Development Plan							

Prepared by:

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