

ADVANCEMENT CONFERENCE

Getting Better at Getting Better

Data for Mission-Driven Growth in Catholic Schools

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Catholic Schools
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DATA IS NOT THE GOAL

*Better decisions
are the goal.*

- Data should clarify mission priorities
- Numbers alone do not tell the story
- Healthy systems study patterns, not isolated events
- Strategic growth requires disciplined learning
- Trap: “*going fast, learning slow*”

What Problem Are We Actually Trying to Solve?

WEAK FRAMING

"We need enrollment growth."

"Our giving is stagnant."

BETTER FRAMING

"Why are families leaving between 5th and 6th grade?"

"Why are current parents not participating philanthropically?"

Key Ideas from Learning to Improve

1 Be problem-specific and user-centered

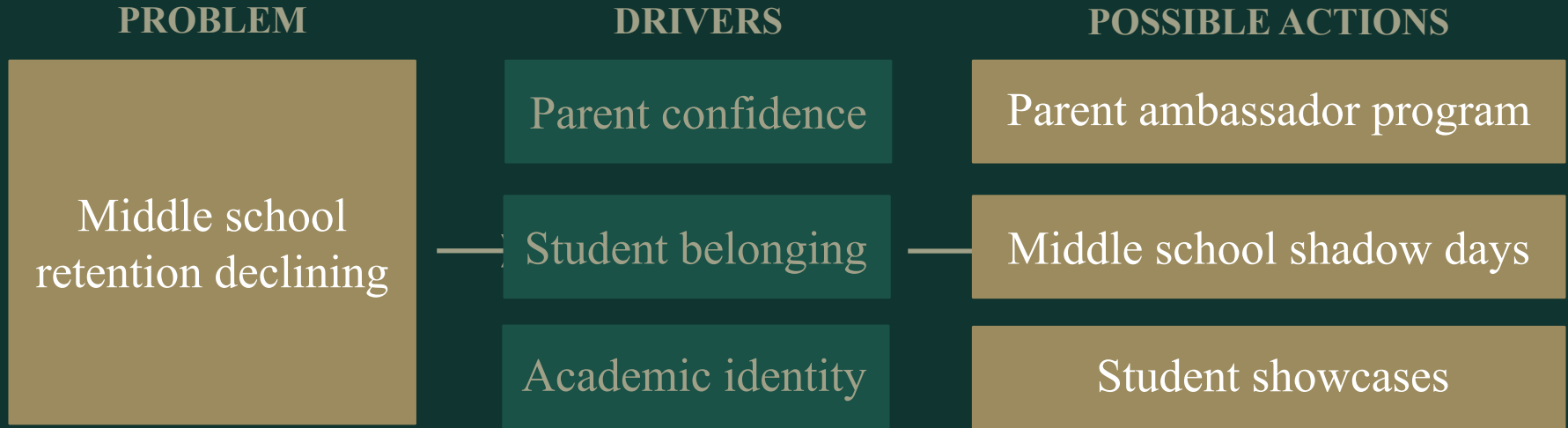
2 See the system producing the current result

3 Study variation

4 Test small changes before scaling

5 Learn continuously

Problem → Drivers → Actions



"Instead of reacting emotionally, we identify the likely conditions contributing to the result and test small changes."

Enrollment & Retention

DATA

Strong preschool
interest

Weak kindergarten
conversion

QUESTION

When do families
disengage?

What concerns remain
unresolved?

What experiences
build trust?

MEASURE

Conversion rate from
preschool inquiry/tour
to kindergarten
enrollment

SMALL TEST

48-hour personalized follow-up from current parents

Advancement & Mission Engagement

DATA

Parish giving strong

Parent participation
weak

QUESTION

Do parents understand
advancement as
ministry and mission
participation?

MEASURE

Participation rate, not
just dollars

SMALL TEST

Mission-centered storytelling campaign

Academic Improvement

DATA

Universal screening
Classroom observations
Teacher collaboration
evidence
Student growth data

QUESTION

Where are students
struggling most?
What instructional practices
vary between classrooms?
Are we measuring
proficiency or growth?

MEASURE

Growth trend, not
single-point
proficiency

SMALL TEST

Quarter-long intervention adjustment

These Are Not Separate Conversations

KESA 2.0

asks:

*What
measurable
growth area
matters most?*

LUMEN

asks:

*What evidence
supports
mission
vitality?*

ADVANCEMENT

asks:

*What strategic
choices sustain
the future?*

Mission

Academics

Accreditation

Advancement

Start Small.

Learn Fast. Improve Continuously.

Reflection Question:

What is one question your data is asking your school right now?

"Healthy schools do not chase every metric. They learn which measures reveal mission vitality."

Case Study: St. Gabriel Catholic School

BACKGROUND

- Stable preschool enrollment
- Declining middle school enrollment
- Strong parish support
- Weak annual fund participation among current parents

ADDITIONAL DATA

- Exit surveys mention “unclear academic rigor”
- Families report limited communication about middle school
- Only 22% of current families donate annually
- Parent attendance drops significantly after 5th grade

DISCUSSION QUESTIONS

- 1 What problem would you prioritize first?
- 2 What additional data would you want?
- 3 What might be the drivers causing the issue?
- 4 What is one small test of change the school could run this semester?
- 5 What would you measure to determine if improvement occurred?