

# Pre-Campaign Study Report Summary

Mother Teresa Regional Catholic School

*King of Prussia, PA*



August 2024

**RUOTOLO**  
**ASSOCIATES**  
PHILANTHROPIC COUNSEL SINCE 1979

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# Special Thanks

Ruotolo Associates Inc. sincerely thanks all those who willingly gave their time, valued opinions, and ideas during this Pre-Campaign Study for Mother Teresa Regional Catholic School (MTC), located in King of Prussia, PA.

We extend particular appreciation to Principal Christine Pagan for her steadfast leadership of this process , as well as to Monique Martello, Director of Technology and Development, for her support in coordinating the study.

Ruotolo Associates (RA) was privileged to conduct this study, and we look forward to further serving the MTC in planning and conducting the capital campaign.



George C. Ruotolo, Jr., CFRE

*Chair & CEO*

# Purpose of the Pre-Campaign Study

- To engage key stakeholders and other members of the Mother Teresa Regional Catholic School (MTC) constituency.
- To determine the strengths, weaknesses, and overall brand, reputation, and image of MTC.
- To gauge receptivity to the Statement of Need.
- To determine the philanthropic potential for a capital campaign.
- To define the approach in structuring and communicating a capital campaign.
- To determine likely strategic issues that may impact the implementation of the capital campaign.
- To identify prospective volunteer leadership.

# Methodology

- During the period of February 2024 through May 2024, Ruotolo Associates (RA) conducted the Pre-Campaign Study for Mother Teresa Regional Catholic School (MTC).
- In total, **111 families** participated in the study, including Board Members, donors, parents, alumni, and friends of the school.
- **35 personal interviews were** conducted – 47 individuals attended (12 couples).
- One **focus group** was held for parents of current students only with **11 families** attending (11 individuals).
- There were 65 responses to the e-survey.
- The RA team was comprised of Steve Michalek, President & COO; and Tatiana Ramirez, Director of Church Division.

# Key Highlights

- Approximately **46%** of participants have been involved or connected with MTC for **more than 6 years**, and about 4% for less than a year.
- Close to **70%** of participants indicated they are **currently engaged** with MTC at different levels; and approximately 94% have visited in the past 6 months.
- Overall, **MTC is perceived** as a school committed to the education of its students and instilling faith. Participants indicated it's a place that feels like home, is safe, and has a strong sense of community.
- On a scale from 1 – 4 (4 being highest), participants rated MTC as follows:
  - Academics: 3.6
  - Athletics: 2.4
  - Administration: 3.3
  - Campus/Facilities: 2.6
  - Faculty/Staff/Coaches: 3.3
  - Fundraising/Alumni Relations: 2.7
  - Spiritual Development: 3.6
  - Student Life: 3.5
  - Technology: 2.9

# Key Highlights

- **70%** of participants believe that MTC **communicates** effectively.
- **Emails, Social Media,** and other methods (such as **Ms. Pagan's Sunday voicemail, text, and phone**) were identified as the top preferred methods of communication by participants.
- The proposed projects were presented in the Statement of Need. Approximately **89%** of participants believe those **projects accurately reflect the needs of the school.**
- Participants were asked to rank their level of support of the projects proposed in the ***Statement of Need***, on scale from 1 to 10 (10 being the highest). Overall, about **92% of participants indicated a 7 or above level of support.**
- Participants were asked to prioritize the projects based on what seemed most important or urgent to them. Overall, **Technology Updates** was ranked first; **Climate Control** was ranked second; and **Physical Repairs** was ranked third.

## Key Highlights *(continued)*

- Overall, participants are very supportive of the projects and clearly understand the needs. There is nothing that was perceived as superfluous or unnecessary.
- The proposed plans were perceived as comprehensive, and the needs clearly aligned with providing a better environment for the students, which is essential in their education.
- Some were concerned about the added financial stress this would have on families and donors who are already supporting the school and questioned how this would impact existing fundraising activities.
- **58%** of participants indicated that MTC is either their **High or Highest philanthropic priority** among all charitable organizations they support.
- **92%** of participants indicated that they **would or would consider financially support a capital campaign**, in addition to their ongoing support of MTC.



# Statement of Need

Since its establishment in 2012, Mother Teresa Regional Catholic School (MTC) has been providing an education that nurtures students' faith and prepares them to face the challenges of today's rapidly changing society. Having recently been accredited as a National Blue Ribbon School of Excellence, our school continues to thrive.

With a 1 to 15 faculty-to-student ratio and an average class size of 22, our curriculum includes Religion, Integrated Language Arts, Science, Social Studies, and Mathematics. MTC's differentiated instruction, cooperative and flexible grouping, and multi-disciplinary project-based lessons allow teachers to meet students' individual learning needs. The Early Childhood Program is holistic and developed by using a hands-on discovery approach based on multi-sensory activities.

Currently serving over 300 students and with projected growth, there are areas that require attention to maximize our potential and better serve our students now and in generations to come. After a thorough building assessment, leadership is considering plans to secure the future of the school. Improvements would include renovations to some current physical spaces and upgrades to our technology.

Following is a conceptual overview of the recommendations being considered:

1. **Technology Upgrades.** Promethium boards were installed in every classroom in 2022 to enrich students' learning experiences and faculty's teaching capacity. We now need to focus on ensuring that each student has up-to-date access to technology, preparing them for success in a global, technology-rich learning and working environment.
  - a. Computers: currently operating on Windows 7, we need to purchase approximately 30 new computers offering a more modern operating system.
  - b. Chromebooks: we offer a one-to-one program where each student has one. Constant usage increases damage, and we need to replace them.
  - c. Tablets: we offer tablets to our younger students. Those also need to be replaced.
  - d. Science Lab: the current one is outdated and needs to be completed and updated. This will include all equipment and tables. Looking into the future, we wish to enrich STEM offerings by initiating a robotics and coding program and improving our current engineering. An updated lab will help facilitate this.

# Statement of Need

2. **Climate Control.** None of our classrooms currently have Air Conditioning. In addition, our boilers are over 15 years old, and parts need to be replaced or repaired. Our goal is to purchase and install wall-mounted ductless HVAC units in all classrooms and other rooms, such as Makerspace, the Tech Lab, and all offices.
3. **Physical Improvements.** In 2021, the ceiling of all classrooms was redone, and the lighting to some was upgraded. That year we also established a new playground. Then in 2023, we upgraded all student bathrooms.
  - a. Lighting: upgrade the lighting in the remaining classrooms and install LED lights in our hallways.
  - b. Carpeting: add carpeting to all our classrooms.
  - c. Windows: windows in all classrooms need to be removed and replaced, both for safety and energy efficiency purposes. Windows around the school, except those in the front, also need to be replaced.

## **Conceptual and Preliminary Projected Costs: Approximately \$2 Million**

Now is the time to look toward the future of our school. By reimagining the possibilities of our campus, these projects will create the spaces needed for our students to thrive academically, physically, socially, and spiritually. Undertaking these vital projects now will address our technological and physical improvements to secure a sustainable future and continue into the next decade of Mother Teresa Regional Catholic School.

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