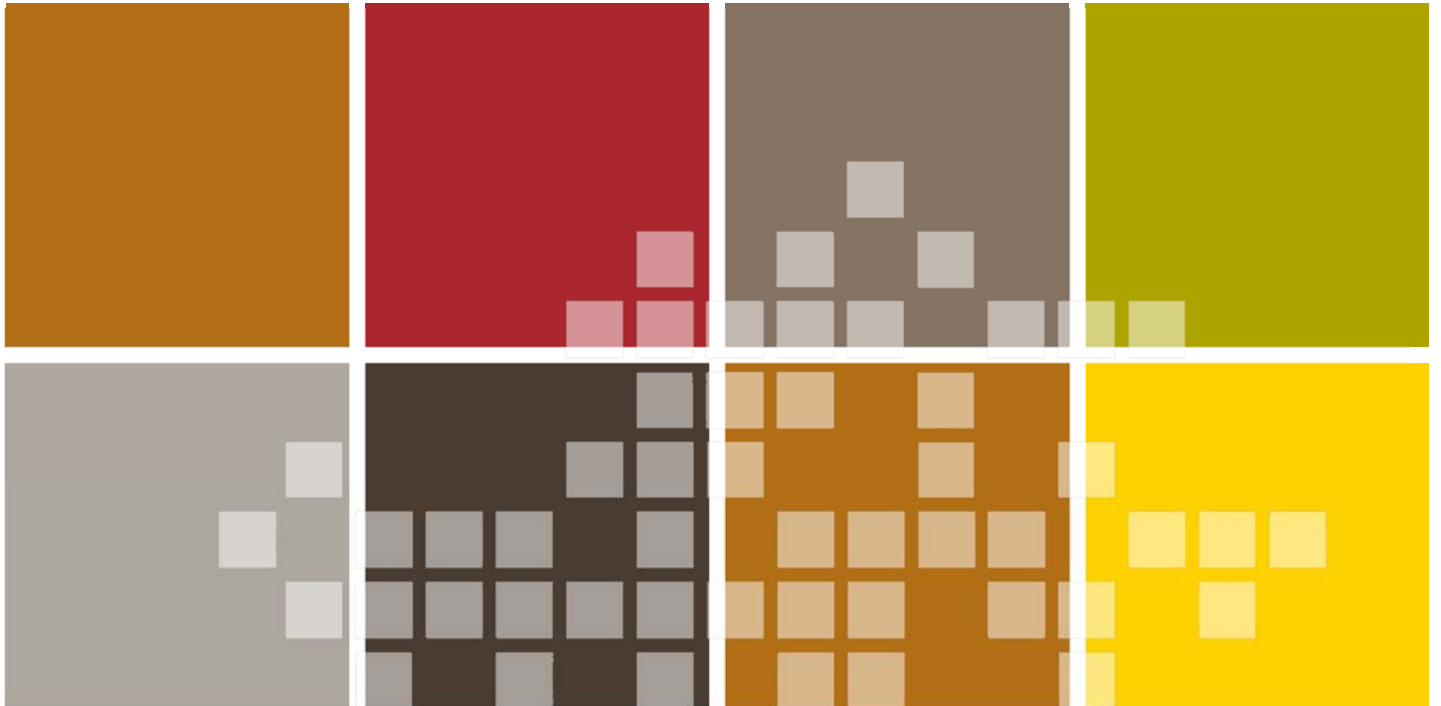

Study Report



**St. Ann Catholic Church and School
Fayetteville, NC**

February 12, 2018



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INTRODUCTION

In August 2016, Meitler was contacted by Dr. Michael Fedewa, Superintendent of Catholic Schools for the Diocese of Raleigh on behalf of the pastor of St. Ann Catholic Church-Fayetteville, Rev. Stephen Shott, to request a proposal for a new or renovated school facility feasibility study. At the present time, the parish has an elementary school program, pre-kindergarten to grade 8 with approximately 130 students. Parish leadership and the parish community are committed to their Catholic school, but need to look to updating aging facilities to impact the future of the school program.

This report addresses the study conducted to determine the enrollment potential and sustainability of St. Ann Catholic School, whether the current facility should be renovated and updated, or should the parish consider a brand new facility. Initial plans were approved by the Diocese of Raleigh 16 years ago for replacement; however, times and experiences have changed and raise the issue of feasibility in the future.

Key issues to be addressed in the study would include:

- What will the long-term population look like?
- How large could/should the school be?
- Is there sufficient long-term enrollment to ensure the future of the school?
- Should the school building be renovated/updated, or should a new facility be considered for St. Ann Catholic School?

In acquiring this data, Meitler received parish and school data from the diocesan offices, St. Ann Parish and other local parishes. Demographic data and information was attained from a variety of sources:

This study addresses studying essential data to determine enrollment potential, follows a process of forming a preliminary “preferred future” for the school, researching data, conducting market research, analyzing survey results with demographic data, and determining the enrollment potential of the school.

COMMUNITY DEMOGRAPHICS

Figure 1
Total Population

Place	Census 2010	Estimate 2017	Projection 2022	Percent Change 2017 to 2022
Eastover (town)	3,628	3,525	3,586	1.7%
Fayetteville (city)	200,564	203,649	208,786	2.5%
Hope Mills (town)	15,176	15,959	16,681	4.5%
Raeford (city)	4,611	4,883	5,104	4.5%
Rockfish (CDP)	3,298	3,591	3,888	8.3%
Spring Lake (town)	11,964	12,963	13,651	5.3%
Area Total	239,241	244,570	251,696	2.9%

Source: Environics Analytics - Claritas - Pop-Facts Premier 2017.

Observations – Figure 1

- Overall, the population in Fayetteville and areas surrounding is growing. These increases provide stability for schools and churches as well as the cities and towns themselves.
- The average stay of personnel at Fort Bragg is about three years. Catholic community leadership indicates that there is approximately a 40% turnover in personnel in spring and fall personnel movements. In recent times, many of the military personnel reassigned to another base maintain their families in Fayetteville to ensure stability.
- Fort Bragg is a significant factor in the population of Fayetteville and Cumberland County.
- Land north and south in the county is being planned for future growth with the next key area being Gray's Creek. Development east of the city will be difficult since there are no projected sewer or water developments. The west side of the city is getting close to being built out.
- A key element to opening up the community to future growth is the expansion of the interstate system around Fayetteville. North I-95 to Fort Bragg is complete and going south to Hope Mills is also to be completed which provides better access to and around the city.
- The north side of Fayetteville is projecting housing development and a new public elementary school. Gray's Creek in the southern part of the county is looking at two new neighborhood developments.

Figure 2
Household Projection

MCD/Place	Census 2010	Estimate 2017	Projection 2022	Percent Change 2017 to 2022
Eastover (town)	1,446	1,460	1,506	3.2%
Fayetteville (city)	78,327	82,142	85,062	3.6%
Hope Mills (town)	5,712	6,062	6,344	4.7%
Raeford (city)	1,824	1,980	2,092	5.7%
Rockfish (CDP)	1,163	1,297	1,419	9.4%
Spring Lake (town)	4,186	4,799	5,127	6.8%
Area Subtotal	92,658	97,740	101,550	3.9%

Source: Environics Analytics - Claritas - Pop-Facts Premier 2017.

Observations – Figure 2

- The number of households in the study areas, like the general population, are increasing, but at a higher rate.
- Per the county representative, a key variable to opening up future growth in the Fayetteville area is the expansion of the I-295 beltway around the city. Land available for future growth is north and south of Fayetteville. There are new housing developments and a new public elementary school being planned on the north side of the city; two new neighborhoods planned for Gray's Creek area on the south side.

Figure 3
School Age Population

Age 0 to 4 years				Percent Change 2017 to 2022
Place	Census 2010	Estimate 2017	Projection 2022	
Eastover (town)	174	172	176	2.3%
Fayetteville (city)	17,082	16,850	16,719	-0.8%
Hope Mills (town)	1,200	1,208	1,212	0.3%
Raeford (city)	277	283	299	5.7%
Rockfish (CDP)	363	346	352	1.7%
Spring Lake (town)	1,470	1,529	1,542	0.9%
Total	20,566	20,388	20,300	-0.4%

Age 5 to 9 years				Percent Change 2017 to 2022
Place	Census 2010	Estimate 2017	Projection 2022	
Eastover (town)	215	173	184	6.4%
Fayetteville (city)	13,845	15,063	15,775	4.7%
Hope Mills (town)	1,235	1,226	1,285	4.8%
Raeford (city)	305	285	279	-2.1%
Rockfish (CDP)	301	310	326	5.2%
Spring Lake (town)	1,131	1,284	1,351	5.2%
Total	17,032	18,341	19,200	4.7%

Age 10 to 14 years				Percent Change 2017 to 2022
Place	Census 2010	Estimate 2017	Projection 2022	
Eastover (town)	244	196	183	-6.6%
Fayetteville (city)	12,921	13,336	14,827	11.2%
Hope Mills (town)	1,309	1,208	1,242	2.8%
Raeford (city)	287	297	298	0.3%
Rockfish (CDP)	2,039	285	318	11.6%
Spring Lake (town)	771	886	1,049	18.4%
Total	17,571	16,208	17,917	10.5%

Source: Environics Analytics - Claritas - Pop-Facts Premier 2017.

Observations – Figure 3

- Child and school-age populations at the 5 to 9 and 10 to 14 year old age groups are projected to increase through 2022. The 0 to 4 year old age group is showing stability during the same time

period. These numbers indicate a stable child-age population that will keep schools in the cities and towns with solid enrollment looking forward.

Figure 4
Race and Ethnicity

Place	Total Population		White *		Black or African American*		Asian *		Am. Native or Alaskan*		All Other *		Hispanic or Latino	
	2017	2022	2017	2022	2017	2022	2017	2022	2017	2022	2017	2022	2017	2022
Eastover (town)	3,525	3,586	70.5%	69.1%	19.9%	20.4%	1.5%	1.9%	1.5%	1.5%	2.1%	2.1%	4.6%	5.3%
Fayetteville (city)	203,649	208,786	38.2%	35.9%	40.6%	41.5%	3.2%	3.6%	1.0%	1.0%	4.5%	4.7%	12.5%	14.3%
Hope Mills (town)	15,959	16,681	51.5%	46.8%	27.6%	31.2%	2.1%	2.5%	2.0%	1.9%	4.3%	4.5%	12.4%	14.4%
Raeford (city)	4,883	5,104	39.6%	38.4%	42.0%	44.3%	1.0%	1.0%	4.2%	4.1%	3.2%	3.3%	10.1%	10.8%
Rockfish (CDP)	3,591	3,888	58.0%	56.9%	22.8%	26.2%	1.4%	1.5%	2.4%	2.0%	4.4%	4.4%	11.0%	11.0%
Spring Lake (town)	12,963	13,651	39.2%	37.7%	31.2%	30.6%	3.1%	3.3%	0.9%	0.9%	5.9%	6.1%	19.7%	22.8%

*Race alone, not hispanic/latino ethnicity

Source: Environics Analytics - Claritas - Pop-Facts Premier 2017.

Observations – Figure 4

- Fayetteville is considered quite diverse for its size, much of it due to the diversity of Fort Bragg.
- While the different populations project stability as a percentage of the total population, there is projected growth in the Hispanic and Latino population in Fayetteville, Hope Mills, and Spring Lake.

Figure 5
Live Births

County	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	% Change	
												2005-2010	2010-2015
Cumberland	5,529	5,586	5,653	5,702	6,196	5,837	6,071	5,534	5,691	5,700	5,413	5.6%	-7.3%

Source: North Carolina State Center for Health Statistics

Observations – Figure 5

- The number of births in Cumberland County were growing between 2005 and 2009. Following the recession of 2008-09, the number of children born began to fall off, a trend similar to that of the U.S. and the state.

Figure 6
Median Family Income for Families with own children under 18 years

Place	Estimate	Percent of 2015 Estimate		
	2015	8%	12%	15%
Eastover (town)	65,385	\$5,231	\$7,846	\$9,808
Fayetteville (city)	41,579	3,326	4,989	6,237
Hope Mills (town)	53,289	4,263	6,395	7,993
Raeford (city)	26,401	2,112	3,168	3,960
Rockfish (CDP)	60,875	4,870	7,305	9,131
Spring Lake (town)	60,875	4,870	7,305	9,131

Source: U.S. Census Bureau, ACS 2010-2015

Observations – Figure 6

- St. Ann Catholic School tuition for the current year is \$4,800 for a St. Ann parishioner and \$5,400 for members of other churches.
- Median family household income can be a one of the ways to “measure” tuition affordability and the level of financial assistance need. In the experience of Meitler, tuition rates in the 5% to 15% of median household income ranges could be considered affordable for half of the families. Generally, in a more middle-class population, the percentage of tuition to median family household income would be approximately 6% to 10%.

Figure 7
Public and Charter School Trends

District/School	2012-13	2013-14	2014-15	2015-16	2016-17	Change 2012 to 2016	
						Number	Percent
Cumberland County Public Schools	35,836	35,843	35,955	34,907	34,519	-1,317	-3.7%
Alpha Academy	368	562	740	785	874	506	137.5%
The Capitol Encore Academy*				257	353		
Anderson Creek Club Charter School (Spring Lake)**				224	263		
Total K to 8	36,204	36,405	36,695	36,173	36,009	-195	-0.5%

*School started with Kto5 and adding grade each year up to grade 8

**School running Kto5

Source: North Carolina Department of Public Instruction

Observations – Figure 7

- Interestingly, while the child-age population looks stable and growing, county public schools experienced a decline. Part of that decrease in the number of students can be accounted for by charter school growth and possibly, movement of military personnel and families in and out of Fort Bragg, for families using the public school system.

Figure 8
Non-public K-12 School Trends

School	Grades	2012-13	2014-15	2016-17	Change 2012 to 2016	
					Number	Percent
Cornerstone Christian Academy	K-12	123	126	122	-1	-0.8%
Fayetteville Academy	K-12	380	345	358	-22	-5.8%
Fayetteville Christian Academy	K-12	561	562	590	29	5.2%
Freedom Christian Academy	K-12	337	521	506	169	50.1%
Liberty Christian Academy	K-12	263	236	261	-2	-0.8%
Northwood Temple Academy	K-12	355	323	332	-23	-6.5%
Trinity Christian School	K-12	86	165	277	191	222.1%
Village Christian Academy	K-12	789	678	636	-153	-19.4%
Total K to 12 Enrollment		2,894	2,956	3,082	188	6.5%

Source: State of North Carolina - Administration Directory of Non-Public Schools

Observations – Figure 8

- a. For the seven K-12 non-public schools in Fayetteville with an enrollment greater than 100 students, there was a net gain of 188 students between 2012-13 and 2016-17, compared to a 1,317 student decline in the public schools during the same time period. Historical trend data by grade is unavailable so it is not possible to determine if the growth in enrollment is at the elementary or the high school level.
- b. A review of the enrollment trend at other smaller independent and religious elementary schools in the area (less than 100 students) shows a small net increase in the number of students in many of them.

PARISH AND SCHOOL DATA

Figure 9
Area Parishes – Families with Young Children 2017 Estimate

Parish	Families *with Children 0 to 6 years
St. Ann	52
Good Shepherd	59
St. Elizabeth of Hungary	23
St. Isidore	11
St. Elizabeth Ann Seton	139
Total Est. Families*	284

Source: Deanery Secretary

Observations – Figure 9

- The number of children 6 years of age and younger appears small, but a total of 284 total children equates to approximately 41 per age.
- Catholic leadership at Fort Bragg indicates that there are approximately 10,000 Catholics on base. However, a large number are young military personnel, unmarried.
- Average Mass attendance at Fort Bragg's four chapels is approximately 100 to 150 attendees at each of the 6 Masses available during the weekend. Many of the attendees are retired personnel and dependents.

Figure 10
St. Ann Parish - Statistics

Statistics	2012	2013	2014	2015	2016	5 Year Average
Registered Parish Households	550	476	480	476	496	496
Infant Baptisms	13	19	17	15	28	18
First Communion recipients	19	31	26	26	36	28

Source: St. Ann Catholic Church

Observations – Figure 10

- The number of registered parish households for St. Ann Parish has been stable since 2013 with some growth since 2012.
- Infant baptisms and First Communion recipients have also been increasing in numbers which are essential for building a base of parish support for enrollment at the school.

Figure 11
St. Ann Parish – Religious Education Enrollment Trend

Religious Education Trend					4 Year Average
	2013-14	2014-15	2015-16	2016-17	
K-5 combined	57	49	32	45	46
6 to 8 combined	20	26	17	13	19

Source: St. Ann Catholic Church

Observations – Figure 11

- Parish religious education enrollment for St. Ann is small compared to the baptism and First Communion numbers.
- The Faith Formation Program at Fort Bragg has about 250 children of grade school age enrolled. There had, in recent years, been almost 600 attending, but many families have opted for a Catholic school for their children.

Figure 12a
St. Ann Catholic School

By Grade	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2017-18 Capacity	Percent of Capacity
PK	15	10	17	15	9	18	20	90%
K	11	10	15	11	16	10	20	50%
1	21	12	13	16	10	14	20	70%
2	25	14	14	16	16	12	20	60%
3	13	16	14	13	9	13	20	65%
4	8	12	18	14	15	12	20	60%
5	12	9	15	21	13	11	20	55%
6	14	13	10	15	17	9	20	45%
7	14	14	10	11	15	16	20	80%
8	11	11	10	12	11	16	20	80%
K to 8 Total	129	111	119	129	122	113	180	62.8%
PK to 8 Total	144	121	136	144	131	131	200	65.5%

By Race	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
Asian	10	2	1	4	7	6
Black	26	27	26	30	25	32
White	77	61	71	73	64	56
Multi-Racial and All Others	31	31	38	37	35	37
Total	144	121	136	144	131	131
Percent Hispanic	15.3%	11.6%	22.1%	26.4%	12.2%	22.1%

By Religion	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
Catholic	108	86	98	102	108	103
Percent Catholic	75%	71%	72%	71%	82%	79%
Non-Catholic	36	35	38	42	23	28
Total	144	121	136	144	131	131

Source: St. Ann Catholic School

Figure 12b
St. Patrick Catholic School
Enrollment Trends

By Grade	2013-14	2014-15	2015-16	2016-17	2017-18	Change 2013 to 2017	
						Number	Percent
PK	37	31	24	0	15	-22	-59%
K	25	21	25	23	23	-2	-8%
1	24	28	20	25	21	-3	-13%
2	26	28	27	19	22	-4	-15%
3	22	27	25	28	10	-12	-55%
4	18	26	26	20	25	7	39%
5	11	20	21	27	17	6	55%
6	15	15	17	29	27	12	80%
7	26	18	18	16	24	-2	-8%
8	19	20	18	19	16	-3	-16%
K to 8 Total	186	203	197	206	185	-1	-0.5%
PK to 8 Total	223	234	221	206	200	-23	-10%

By Race	2013-14	2014-15	2015-16	2016-17	2017-18
Asian	8	16	15	10	18
Black	7	13	12	15	10
White	174	174	170	149	151
Multi-Racial and All Others	34	31	24	32	21
Total	223	234	221	206	200
Percent Hispanic	10.8%	7.3%	15.4%	10.2%	15.0%

By Religion	2013-14	2014-15	2015-16	2016-17	2017-18
Catholic	188	204	191	143	152
Percent Catholic	84%	87%	86%	69%	76%
Non-Catholic	35	30	30	63	48
Total	223	234	221	206	200

Source: Catholic Schools Office, Diocese of Raleigh

Observations – Figure 12

- Many of the elementary school-age students at Fort Bragg attend the DODEA base schools rather than the county public schools.
- Enrollment at St. Ann and St. Patrick Catholic Schools has remained relatively stable since 2012-13.
- The percentage of students who are Catholic in each school is close to the regional and U.S. average for Catholic schools, approximately 80% Catholic.

Figure 13
Fayetteville Area Parish Statistics

Statistics	2012	2013	2014	2015	2016	5 Year Average
Registered Parish Households						
St. Patrick	1,563	1,655	1,710	1,601	1,750	1,656
Good Shepherd	455	462	550	500	531	500
Infant Baptisms						
St. Patrick	98	71	62	96	64	78
Good Shepherd	36	17	24	29	41	29
First Communion recipients						
St. Patrick	43	68	83	75	75	69
Good Shepherd	33	32	31	24	51	34
Religious Education K-5						
St. Patrick	225	106	172	165	171	168
Good Shepherd	126	116	118	102	119	116
Religious Education 6-8						
St. Patrick	118	106	74	62	46	81
Good Shepherd	55	53	48	62	50	54

Source: Diocese of Raleigh

SURVEY RESULTS AND ANALYSIS

SURVEY METHODOLOGY

A market research survey was specifically designed for the St. Ann Catholic School study addressing the need for new facilities. All materials and the survey instrument were reviewed first in printed form then online by the client prior to distribution. The survey was available in print form as well as an online option.

Current parents of St. Ann Catholic School received a survey during an all-school event. All St. Ann Parish adult members (St. Ann Catholic School parents/parishioners sorted out) received a survey regarding the parish school and its facilities. An additional survey was prepared and distributed to parents with young children in other local parishes (with the exception of St. Patrick Parish, which has a school) to assess the level of interest in Catholic school education and potential enrollment at St. Ann Catholic School.

The survey process had the following elements:

- a. A survey for current St. Ann Catholic School parents was prepared and distributed in December. The survey was then distributed to all parishioners in January.
- b. A second survey for other parishes was prepared and survey packets were shipped to St. Ann Parish for distribution to neighboring parishes.
- c. Announcements were distributed in parish bulletins to encourage participation in the survey.
- d. Percentages in the figures may not always add to 100% due to rounding. Also, the number of respondents is not always the same in every question because not every respondent answers every question. Some figures report the number of respondents or percentage of respondents to a specific question, while others report the number of children. These distinctions will be delineated throughout the report. Many figures in this survey results section are self-explanatory. All responses from the parish respondents were statistically weighted to equal 100%.

St. Ann Catholic School Related Survey Questions (on a scale of 1 to 4, strongly disagree to strongly agree):

Statement	Parishioners	School Parents	Parishioner Not Enrolled
Our parish school makes a positive contribution to the well-being of our parish.	3.7	3.7	3.8
Our parish school is an effective way to help parents educate their children in the Catholic faith.	3.8	3.7	3.8
Our parish school is an essential part of the life and ministries of our parish.	3.7	3.7	3.4
Having our parish school strengthens our parish community.	3.7	3.8	3.7
The image and reputation of our parish school in Fayetteville is positive.	3.7	3.7	3.4
Growing our parish school should be a high priority for parents.	3.7	3.6	3.4
If providing quality Catholic education means investing in our parish school and its future, it should be a consideration.	3.7	3.7	3.6
Financially supporting our parish school is important to me.	3.5	3.7	3.1
To better serve our parish and families in Fayetteville with quality Catholic education, we need to improve our school facility.	3.6	3.6	3.4

There is significant support for St. Ann Catholic School as a parish ministry on the part of parishioners and parents, with the averages between the 3.0 (agree) to 4.0 (strongly agree) levels. Even if parishioners and parents did not have children or are enrolled at the school, they indicate support for the school, an improved facility, and a willingness to support the school financially.

ST. ANN PARISHIONER (NO CHILDREN 0-14 YEARS OF AGE) RESULTS

Information about survey respondents:

1. There were 131 total respondents to the parishioner survey.
2. 71% of respondents were female. (99 responses)
3. 94% of the respondents by age were 51 years of age or older. Of those, 56% were 70 years of age or older. (99 responses)
4. 46% of those who responded to parishioner longevity have been parishioners for 20 years or more. 23% have been at St. Ann Parish for 5 years or less. (99 responses)
5. 59% of respondents attended a Catholic school at one time. Of those, 84% attended an elementary school, 44% a high school, and 28% a Catholic college/university. (99 responses)

Facility Support:

6. 92% of the respondents indicated that if there is a new school facility it should be located with the parish and church. (125 responses)
7. 74% of respondents would consider a financial gift to support new construction to grow the parish school. (125 responses)

ST. ANN CATHOLIC SCHOOL PARENT SURVEY (WITH CHILDREN ENROLLED)

Information about survey respondents:

1. There were 83 total respondents to the St. Ann School parent survey.
2. 81% of respondents were female. (77 responses)
3. 89% of the respondents to age were 50 years of age or younger. Of those, 45% were 39 years of age or younger. (78 responses)
4. 78% of those who responded to parishioner longevity have been parishioners for 5 years or less. 16% have been at St. Ann Parish for 6 to 10 years. (45 responses)
5. Only 40% of respondents attended a Catholic school at one time. Of those, 82% attended an elementary school, 50% a high school, and 25% a Catholic college/university. (78 responses)
6. The primary reasons parents have enrolled their children at St. Ann Catholic School include:
 - a. Academic excellence (74%)
 - b. Caring and qualified teachers and administration (45%)
 - c. Catholic faith and instruction (42%)
 - d. Safe and secure environment (13%)
 - e. Small class size (11%)
 - f. Connection with the parish (2%)

Facility Support:

7. 85% of the respondents indicated that if there is a new school facility it should be located with the parish and church. (78 responses)

8. 79% of respondents would consider a financial gift to support new construction to grow the parish school. (80 responses)

Enrollment Potential (School parents with children 6 years of age and younger; older children currently enrolled):

9. There were 27 respondents in this grouping with 32 children represented.
10. The primary reasons they have or will enroll their children include: (1) academic excellence, (2) Catholic faith and instruction, and (3) caring and qualified teachers and administration.

ST. ANN PARISHIONER/PARENT SURVEY (WITH CHILDREN NOT ENROLLED AT ST. ANN SCHOOL)

Information about survey respondents:

1. There were 16 total respondents to the St. Ann School parishioner/parent (not enrolled) survey.
2. The primary reasons parents do not enroll their children at St. Ann Catholic School include: (16 responses)
 - a. Tuition/cost (44%)
 - b. Other— children once attended but disagree with methods of administration; child with special needs; children are too young; other private school goes to grade 12; unsure of academic preparedness regarding the school (44%)
 - c. More academic programs at other schools (31%)
 - d. Need transportation (19%)
 - e. More student activities at other schools (13%)
 - f. Prefer public school (13%)

Facility Support:

3. 81% of the respondents indicated that if there is a new school facility it should be located with the parish and church. (16 responses)
4. 56% of respondents would consider a financial gift to support new construction to grow the parish school. (16 responses)

Enrollment Potential (Parishioners with children 6 years of age -not in kindergarten- and younger; older children not enrolled):

5. There were 9 respondents in this grouping with 14 children ages 0 to 6 years not in K5 and five children in 1st to 6th grade represented.
6. The primary reasons provided for not planning to enroll when children are old enough are in order of response frequency:
 - a. Other: children are too young (66%)
 - b. More variety of academic programs at another school (33%)
 - c. May not or cannot afford the cost of tuition (17%)
 - d. Prefer public school (17%)

OTHER PARISH SURVEY RESPONSES

1. Response to the survey by families from parishes (Good Shepherd Parish and San Isidro Parish) other than St. Ann Parish and St. Patrick Parish was limited with only 18 responses. Of these, there were only eight respondents with children 5 years of age or younger.
2. All of the respondents indicated that they would enroll their children at a public school as their first choice. Their second choice was St. Patrick School, public school or homeschool.

INPUT – MEETINGS AND INTERVIEWS

PARISHIONER FOCUS GROUP

1. “Catholic education is a must.”
2. St. Ann needs a school to grow the faith for the future of the parish.
3. St. Ann is viewed as “our school” by many parishioners.
4. School, at times, feels somewhat separated from the parish, like a different entity. Need more communication and connection between parishioners and the school.
5. Current enrollment is viewed as sufficient but not adequate.
6. Should a new facility be constructed on the parish site or a different location? – remain at parish site; they do not wish to lose the interaction of school and parish life; moving would widen the perceived gap between school and parish; need to maintain the presence and identity of school as a parish ministry.

ST. ANN SCHOOL PARENT FOCUS GROUP AND ACCREDITATION SURVEY

1. Reasons why parents chose St. Ann Catholic School for their children:
 - a. Catholic education – morals and values
 - b. High quality of the education children receive
 - c. Diversity and inclusivity of school
 - d. Leadership at school
 - e. Family environment
 - f. Quality of teachers
 - g. Affordable cost
 - h. Small size
 - i. Community environment; sense of belonging and being known
2. Need to think about transportation.
3. Upgraded or new school facilities needed:
 - a. Formal science lab(s) to be used by all grades
 - b. Media center/library with technology
 - c. Integrated technology; upgraded technology infrastructure
 - d. External entry, drop-off, and pick-up improvements
 - e. Single, self-contained facility with connection to parish center/church
 - f. Room for electives, art, music
 - g. Sustainable facility

4. Parent comments from the accreditation process parent surveys included a number of comments regarding the school facility:
 - a. Parking and doors to enter the school are not friendly for new parents
 - b. Congested parking lot
 - c. Location of the front door with regards to parking and street traffic
 - d. Building is older and needs to be updated
 - e. Awkward placement of the office in relation to the parking lot
 - f. Outdated facilities
 - g. Would love to see a covered awning connecting the school and fellowship hall of our church
 - h. Extra space would be nice instead of crowding halls
 - i. Entrance to the school is not adequate
 - j. Facilities need upgrades
 - k. The building structure needs to be updated, such as air conditioning units in the windows; playground is limited
 - l. The school's facilities are limited in some areas such as physical education
 - m. The facility is quite small
 - n. Still using a very old building for early grades
 - o. Build a new school

NON-SCHOOL PARENT/PARISHIONER FOCUS GROUP

1. They hear “wonderful things” about St. Ann School.
2. What these parents expect from an elementary school today for their young children:
 - new facilities are desirable and helpful but not an absolute necessity
 - integration of faith throughout the curriculum and student activities
 - warm and inviting environment
 - sufficient space in classrooms, play areas, etc.
 - modern and appealing look inside and outside the facility
 - variety of classrooms and learning experiences
 - availability of the arts, music, STEM (science, technology, engineering, math), electives
 - up to date technology
 - well-rounded education for the children

FINDINGS AND RECOMMENDATIONS

1. If considering a new school facility, ensuring sustainability in terms of enrollment, longevity and durability, and efficiencies are essential elements to consider.
2. Per the pastor and school leadership, an enrollment of 130 to 150 students, PreK to 8th grade would be a comfortable and desirable number of children for the school.
3. St. Ann Catholic School enrollment is dependent upon families from Fort Bragg which compose approximately 70% of the total number of students per school administration. While many of the military families select the on-base schools for their children, those that select an off-base program tend to opt for private education including St. Ann Catholic School. St. Ann Catholic School enjoys a positive reputation at Fort Bragg per Catholic education leadership on-base.
4. Per leadership at Fort Bragg, there are no major changes planned in terms of programs, personnel composition or services that could impact potential loss of personnel or families. Leadership indicates that more families are remaining on-base or in the Fayetteville area when a family member is deployed rather than relocating. This helps with retention of students.
5. Population growth in and around the city of Fayetteville is planned and hoped for by county planners and city officials. However, the local population has not been the traditional market for St. Ann Catholic School. The projected growth in the Hispanic population could be a continuing source of enrollment for the future at St. Ann.
6. The local educational market is competitive with public school enrollment showing some decline due in part to the growth and stability in the private education sector. There is a critical mass of school age population present and projected to grow over the next five years to support the schools in Fayetteville at this time.
7. There is a high level of interest in independent and private school education in the Fayetteville area as evidenced by their overall increasing and stable enrollments compared to the experience of the public schools.
8. St. Ann Catholic School enrollment, PreK to grade 8 has remained relatively stable since 2012-13 and is at approximately 66% of its designated enrollment capacity. Moving toward 80% of enrollment capacity would be a marketing and admissions goal to strive for.
9. St. Ann Catholic School is a very diverse and inclusive community with the diversity increasing over the past several years. This is perceived as a strength and a hallmark of the school and the parish.
10. In fall of 2017, a property condition assessment of the school facility was conducted by the professional agency, ECS Southeast, LLP. The assessment indicated that the necessary immediate and long term (1-10 years) improvements totaled \$371,210 with an estimated escalated cost of \$386,933, with much of the expense to cover key structures or systems: exterior window, paving, curbing, parking, mechanical equipment, interior finishes. This is a cost that, if capital funds are available, may be better invested in a new school facility with up to date systems and equipment and could support current educational programs all with greater efficiencies.
11. There is a high level of pride in and support for St. Ann Catholic School within the parish community, especially among those without children and who may be older and long-time parish members. This support is essential for the sustainability of a Catholic school viewed as an important ministry within the parish.

12. Parents with young children within the parish and school appear to be pleased with the education of their children and willing to support the school with the continued presence of their children as well as financial support.
13. A new, modern school facility is an enrollment attractor for parents who want the best in education for their children. Continuing the high quality Catholic education St. Ann Catholic School provides in an up to date environment is a significant marketing tool.

RECOMMENDATION

1. It is recommended that St. Ann Parish and School consider a new school facility and take the next steps in that planning process.
 - a. Engage in a process to envision what a new school facility should/will look like in terms of enhancing current programs, introducing new programs, organization and flow of the facility, parish needs that could be planned collaboratively with the school needs, types of new rooms (e.g., science labs), technology, etc.
 - b. Initiate a financial feasibility study to determine the overall cost to plan, construct, and open a new school facility.
 - c. Conduct a capital campaign planning study to determine the availability and level of potential financing that could be raised through a campaign. The engagement of professional campaign counsel could be helpful in gaining an accurate picture of how much funding could be raised.
 - d. Based on the positive results of the campaign planning study, initiate the campaign to raise the funds necessary to build and open a new school facility.