

St. Agnes Academy—St. Dominic School

*Transforming Leadership, Culture, and Growth
in a Unique Catholic School Model*

A School Growth Case Study

Background & Challenges

St. Agnes Academy-St. Dominic School (SAA-SDS), two co-located Catholic schools in Memphis, TN, faced significant challenges to grow in a region of western Tennessee that was in the midst of complex demographic and socio-economic transitions. These historic schools have a distinctive structure: a **boys' school and a girls' school**. However, leadership needed a more cohesive strategic direction, with a **clearly defined brand narrative and organizational culture** to progress on the journey to authentic, sustainable excellence.

SAA-SDS needed a **long-term strategic vision** that would solidify its leadership, foster a flourishing school culture, and ensure sustainable growth. With an upcoming leadership transition on the horizon, it was critical to establish a culture that could **withstand and thrive beyond administrative changes**.

The Solution

To address these challenges, **School Growth** partnered with SAA-SDS to implement a **Strategic Growth Plan**, leveraging:

- Executive Coaching – One-on-one leadership coaching to establish clarity, decision-making confidence, and alignment with the school's mission.
- Communications Coaching – Creating streamlined communication strategies to **improve transparency and engagement** among faculty, staff, and families.
- Enrollment Consulting – Data-driven enrollment strategies to **increase retention and attract new families** aligned with the school's values.



The SAA-SDS Engagement Included:

- 1 Executive and leadership coaching calls
- 2 Regular leadership and board retreats to reinforce vision and goals
- 3 Enrollment consulting sessions to develop long-term sustainability
- 4 Communication strategy calls to enhance internal messaging

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"School Growth provided our leadership team with the clarity, strategy, and tools needed to create a flourishing school culture. Through executive coaching, enrollment consulting, and strategic planning, we have built a foundation that will serve SAA-SDS for years to come.

Because our entire leadership group is connected, we are stronger, our vision is clearer, and our future is brighter."

—Tom Hood, President, St. Agnes
Academy—St. Dominic School

Looking Ahead

With a **strong culture, aligned leadership, and sustainable growth strategies in place**, SAA-SDS is positioned for long-term success—even through future transitions. The School Growth approach ensured that the school's mission and values would **continue to thrive at every level of leadership, from the Board to the faculty and administration.**



The Impact

The transformation at SAA-SDS was both measurable and meaningful, reflecting growth across every key area of the school's mission.

📈 **Increased Enrollment & Improved Retention** – A more intentional admissions and retention strategy resulted in a **70% increase in inquiries**, a **16% increase in applicants**, and a **6% overall enrollment increase**, with an impressive **92% average retention rate**.

💰 **Stronger Financial Sustainability** – Through strategic planning and improved communication, the school achieved a **10% increase in annual fundraising**, strengthening its financial foundation for the future.

💡 **Stronger Leadership** – Leadership at every level—Board, faculty, and administration—became more aligned, proactive, and focused on shared goals.

💬 **Streamlined Communication** – Clearer internal messaging fostered greater trust and unity among staff, families, and the broader school community.

🏠 **A Resilient Culture for the Future** – The cultural transformation at SAA-SDS established systems and relationships strong enough to withstand leadership transitions without losing momentum.

"School Growth is our security blanket. They provide the protection and support we need to navigate through realities and changes of the school."

– John Toohig, Board Chair

Interested in Transforming Your School?

Learn how **School Growth** can help your institution **strengthen leadership, grow enrollment, and build a lasting culture of success.** Schedule a consultation today.

schoolgrowth.com