

README

Bishop Diego High School Media Arts & Technology Center

Strategic Planning Report - Complete Research Package

Prepared For: Bishop Diego High School Leadership & Board

Prepared By: Strategic Planning Research Team

Date: November 2025

Planning Horizon: 2026-2030

Report Overview

This comprehensive strategic planning package provides research, analysis, and actionable recommendations to guide the development of Bishop Diego High School's Media Arts & Technology Center. The goal is to position Bishop Diego as the premier destination in Santa Barbara County for future-ready education that prepares students for high-demand careers in media, technology, and creative industries.

Report Structure

This strategic planning package consists of **six comprehensive documents** totaling over 100 pages of research, analysis, and actionable recommendations:

EXECUTIVE_SUMMARY.md

The executive summary provides a high-level overview of all research findings, key recommendations, and strategic priorities. **Start here** for a complete picture.

Key Sections: - Market Opportunity Overview - Top 50 Jobs for 2030 (Summary) - Competitive Landscape Snapshot - Five Learning Tracks Overview - Facility Investment Summary - Implementation Roadmap - Success Metrics - Strategic Recommendation

Length: ~15 pages

Read Time: 20-30 minutes

PART 1: Future Job Market Analysis (2030 Forecast)

File: PART_1_Future_Job_Market_Analysis_2030.md

Comprehensive analysis of the 50 most promising careers for 2030, with emphasis on jobs requiring media, technology, arts, and digital skills.

Key Sections: - Macro job market trends (WEF, BLS, LinkedIn data) - Top 50 jobs organized into 10 career tiers - Detailed job profiles including: - Salary ranges (entry to senior level) - Growth projections - Required technical and soft skills - Educational pathways - High school preparation strategies - Skills summary (most in-demand across all jobs) - Implications for curriculum design

Key Findings: - 170 million new jobs created globally by 2030 - AI/Big Data, Cybersecurity, Creative Thinking = top skills - Portfolio development more important than degrees alone for 42 of 50 jobs - Creative + Technical fusion = highest-paying career cluster - Industry certifications provide competitive edge for 28 of 50 jobs

Length: ~40 pages

Read Time: 60-90 minutes

Use Case: Justify program with data, design curriculum aligned with job market

PART 2: Santa Barbara Private School Competitive Analysis

File: PART_2_Competitive_Analysis_Santa_Barbara.md

In-depth competitive intelligence on all 11 private high schools in Santa Barbara County, with focus on technology and media programs.

Key Sections: - Detailed competitor profiles (Laguna Blanca, Cate School, Dunn, etc.) - Technology/media program analysis for each school - Competitive gap identification - Market segmentation and target audience profiles - Santa Barbara demographics and enrollment trends - Parent decision-making factors (research-based) - Competitive positioning strategy - Market entry and differentiation tactics

Key Findings: - **NO competitor offers comprehensive creative media + technology education** - Laguna Blanca has STEM (robotics, engineering) but NO media arts - Cate has traditional arts but minimal technology focus - Affluent market (\$95K median household income, \$137K mean) - Public school enrollment declining (-2,000 students in 10 years) - **Clear first-mover opportunity for Bishop Diego**

Length: ~30 pages

Read Time: 45-60 minutes

Use Case: Understand competitive landscape, position program for maximum differentiation

PART 3: Facility Renovation & Innovation Strategy

File: PART_3_Facility_Renovation_Innovation.md

Detailed facility design recommendations, equipment specifications, and budget planning based on K-12 educational design best practices.

Key Sections: - Design philosophy (2025 K-12 trends: flexible spaces, active learning, technology-rich) - Comprehensive facility plans: - **Tier 1 (Essential):** Video Production Studio, Podcast Suite, Digital Media Lab, Maker Lab, Collaborative Commons - **Tier 2 (Differentiation):** Esports Arena, Audio Engineering Suite, Photography Studio - **Tier 3 (Advanced):** Virtual Production Stage - Detailed equipment lists with specific models and costs - Technology infrastructure (network, storage, power, security) - Equipment management systems (checkout, maintenance, refresh cycles) - Phased implementation budgets (4-year plan) - Funding strategies (capital campaign, grants, revenue generation)

Budget Summary: - **Phase 1 (Year 1):** \$210K-\$300K (essential facilities) - **Phase 2 (Year 2):** \$110K-\$150K (expansion) - **Phase 3 (Year 3):** \$115K-\$150K (distinction) - **Phase 4+ (Ongoing):** \$75K-\$125K/year (refresh + maintenance) - **Total 4-Year Investment:** \$510K-\$725K

Length: ~45 pages

Read Time: 60-90 minutes

Use Case: Guide facility planning, capital campaign materials, vendor negotiations

PART 4: Five Career-Focused Learning Tracks

File: PART_4_Five_Learning_Tracks_Curriculum.md

Complete curriculum design for five distinct 4-year learning pathways (9th-12th grade) aligned with high-demand careers.

The Five Tracks:

1. Track 1: Digital Media Production & Broadcasting

- Target Careers: Video Producer, Broadcast Journalist, Content Creator, Filmmaker
- Tools: Adobe Premiere, cameras, lighting, video production studio
- Certifications: Adobe Premiere Pro, After Effects

2. Track 2: Creative Technology & Design

- Target Careers: UX/UI Designer, Graphic Designer, Motion Graphics Artist, Brand Designer
- Tools: Adobe Creative Cloud, Figma, Blender
- Certifications: Adobe (Photoshop, Illustrator), Google UX Design

3. Track 3: Audio Production & Podcasting

- Target Careers: Podcast Producer, Audio Engineer, Sound Designer, Music Producer
- Tools: Pro Tools, Logic Pro, podcast equipment
- Certifications: Portfolio-based (no formal high school audio certs)

4. Track 4: Game Design & Interactive Media

- Target Careers: Game Designer, Unity/Unreal Developer, Esports Broadcaster, Level Designer
- Tools: Unity, Unreal Engine, C#, esports arena
- Certifications: Unity Certified User, Unity Certified Programmer

5. Track 5: Digital Marketing & Social Media

- Target Careers: Social Media Manager, Digital Marketing Strategist, SEO Specialist, Growth Hacker
- Tools: Social platforms, Google Analytics, Adobe Creative Cloud
- Certifications: Google Digital Marketing, Google Analytics, HubSpot

For Each Track: - Complete 4-year curriculum (9th-12th grade course sequence) - Learning objectives and key projects for each year - Tools, software, and equipment required - Industry

certifications aligned with curriculum - Portfolio requirements for graduation - College pathway recommendations with target schools - Career outlook and salary data

Plus: - Cross-track collaboration framework - Faculty hiring recommendations - Assessment and grading philosophy - Portfolio review processes

Length: ~50 pages

Read Time: 90-120 minutes

Use Case: Curriculum development, faculty hiring, course catalog, marketing materials

PART 5: Competitive Positioning, Marketing Strategy & Implementation Roadmap

File: PART_5_Marketing_Strategy_Implementation_Roadmap.md

Strategic marketing plan, competitive positioning, and detailed 4-year implementation roadmap.

Key Sections:

Competitive Positioning: - Value proposition development - Positioning statement - Differentiation matrix (vs. Laguna Blanca, Cate, public schools)

Target Audience Segmentation: - Career-Focused Families (30-35% of market) - College-Competitive Families (25-30%) - Creative, Tech-Interested Students (20-25%) - Value-Seeking Catholic Families (15-20%) - Detailed personas, messaging, and channels for each

Marketing Campaign Strategy: - **Year 1:** "The Future is Here" Launch Campaign - **Year 2-3:** "Results Speak" Outcomes Marketing - **Year 4+:** "Innovation Leader" Thought Leadership - Campaign budgets, timelines, and tactics

Website & Digital Strategy: - Website redesign recommendations - SEO and content marketing - Social media strategy (Instagram, YouTube, LinkedIn, TikTok) - Enrollment funnel optimization

Implementation Roadmap: - **Phase 1 (Year 1):** Foundation - Launch Tracks 1 & 2, build core facilities - **Phase 2 (Year 2):** Expansion - Add Tracks 3 & 4, esports arena, summer camps - **Phase 3 (Year 3):** Distinction - Launch Track 5, student media company, regional events - **Phase 4 (Year 4+):** Leadership - National recognition, continuous improvement

Success Metrics & KPIs: - Enrollment goals (25-30 → 120-140 students in tracks over 4 years) - Academic outcomes (certifications, portfolios, college acceptances) - Program quality (competitions, student satisfaction, faculty retention) - Financial metrics (ROI, capital campaign, revenue generation) - Marketing metrics (website traffic, social media growth, press coverage)

Risk Mitigation: - Identified risks and contingency plans - Enrollment, faculty hiring, technology obsolescence, competitive response, funding

Length: ~40 pages

Read Time: 60-90 minutes

Use Case: Marketing planning, enrollment strategy, board presentations, timeline management

Strategic Recommendation

Launch Bishop Diego's Media Arts & Technology Center in Academic Year 2026-27 with a phased 4-year implementation:

Year 1 (2026-27): Foundation

- **Investment:** \$235K-\$340K
- **Action:** Renovate core facilities, launch Tracks 1 & 2
- **Goal:** Enroll 25-30 students, establish market differentiation

Year 2 (2027-28): Expansion

- **Investment:** \$125K-\$175K
- **Action:** Add Tracks 3 & 4, esports arena, summer camps
- **Goal:** Enroll 50-60 students, earn first certifications, host showcase

Year 3 (2028-29): Distinction

- **Investment:** \$135K-\$180K
- **Action:** Launch Track 5, all tracks operational, regional events
- **Goal:** Enroll 80-100 students, first graduates with portfolios, competition wins

Year 4+ (2029-30): Leadership

- **Investment:** \$100K-\$165K/year ongoing
- **Action:** Continuous improvement, national recognition, alumni network

- **Goal:** 120-140 students (35% of school), waitlist for tracks, regional leader

Investment Summary

Capital Investment (4 Years)

Category	Investment
Facilities & Equipment	\$510,000 - \$725,000
Marketing & Launch	\$75,000 - \$120,000
Total Capital	\$585,000 - \$845,000

Ongoing Annual Costs (Year 5+)

Category	Annual Cost
Equipment Refresh & Maintenance	\$40,000 - \$65,000
Software Licensing	\$15,000 - \$20,000
Marketing & Events	\$25,000 - \$40,000
Staffing (3-4 specialized faculty already budgeted in personnel)	Included in operating budget
Total Annual	\$80,000 - \$125,000

Revenue Potential (Year 5)

Source	Annual Revenue
Enrollment Growth (tuition from 50-80 new students)	\$750,000 - \$1,200,000 total revenue
Lab Fees (120-140 students x \$150-\$250)	\$18,000 - \$35,000
Summer Camps (net revenue)	\$20,000 - \$35,000
Equipment Rentals	\$10,000 - \$40,000
Total New Revenue	\$798,000 - \$1,310,000

ROI: Program pays for itself through enrollment growth by Year 4-5.



Key Research Findings

1. Job Market Validation

- **170 million new jobs** created globally by 2030 (WEF)
- **Top growth sectors:** AI/ML, Cybersecurity, Digital Media, Game Design, Digital Marketing
- **Salary potential:** \$52K-\$180K across 50 identified careers
- **Skills gap:** Creative + Technical fusion in high demand but low supply

2. Competitive Opportunity

- **Zero competitors** offer comprehensive creative media + technology education
- Laguna Blanca owns STEM; Bishop Diego can own **Creative Technology**
- First-mover advantage in Santa Barbara County market
- Affluent demographics support premium private education investment

3. Student & Family Demand

- Gaming, content creation, technology = top student interests
- Families seek career preparation beyond traditional college prep
- Portfolio + certifications = differentiation in college admissions
- Catholic families want faith integration with modern skills

4. Facility Best Practices

- Modern media centers = innovation hubs, not libraries
- Flexible spaces > fixed installations
- Professional-grade equipment = career readiness
- Student work showcase = pride + enrollment marketing

5. Curriculum Design Principles

- Portfolio-driven (work products > grades)
 - Industry certifications validate skills
 - Cross-track collaboration mirrors real media production
 - Progressive skill-building (foundation → mastery over 4 years)
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Next Steps for Implementation





Immediate Actions (Next 3 Months)

1. **✓ Form Strategic Planning Committee**
 - Head of School, Board members, faculty, parent representatives
 - Review full strategic plan and confirm commitment
2. **✓ Conduct Facility Assessment**
 - Hire architect specializing in educational technology spaces
 - Identify optimal building/rooms for renovation
 - Develop preliminary floor plans and cost estimates
3. **✓ Launch Capital Campaign**
 - Set target: \$750K-\$1M over 3 years
 - Identify major donor prospects and naming opportunities
 - Create campaign materials using research from this report
4. **✓ Begin Faculty Recruitment**
 - Post positions for Video Production and Creative Design instructors
 - Recruit nationally, emphasize industry experience
 - Plan for hires to start by summer 2026
5. **✓ Initiate Marketing**
 - Soft-launch messaging to current families
 - Begin social media content creation
 - Plan first open house for prospective families

Short-Term Actions (Months 4-9)

1. **✓ Finalize Facility Design**
 - Detailed architectural plans and equipment specifications
 - Bid process for construction and equipment vendors
 - Secure necessary permits and approvals
2. **✓ Develop Detailed Curricula**
 - Complete syllabi for Year 1 courses (Tracks 1 & 2)
 - Create assessment rubrics and portfolio standards
 - Develop student/parent handbooks for tracks
3. **✓ Execute Capital Campaign**
 - Major donor solicitations
 - Grant applications (technology, STEM, Catholic education foundations)
 - Corporate sponsorship outreach (Adobe, Apple, Google)
4. **✓ Ramp Up Marketing**
 - Launch “The Future is Here” campaign
 - Monthly open houses with facility tours
 - Student ambassador program

Launch Phase (Months 10-12)

1.  **Renovate & Equip Facilities**
 - Complete construction and installation
 - Set up equipment and test all systems
 - Create equipment checkout and management procedures
 2.  **Onboard Faculty**
 - New faculty orientation and training
 - Equipment training and certification (if needed)
 - Curriculum finalization and collaboration time
 3.  **Enroll First Cohort**
 - Finalize enrollments (target: 25-30 students)
 - Welcome events for incoming Media Arts students
 - Orientation on facilities, equipment, expectations
 4.  **LAUNCH!**
 - First day of classes, Academic Year 2026-27
 - Media coverage and celebration
 - Ongoing support and iteration based on feedback
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Additional Resources & Support

Research Sources Cited

- U.S. Bureau of Labor Statistics (BLS) - Employment Projections 2024-2034
- World Economic Forum - Future of Jobs Report 2025
- LinkedIn - Emerging Jobs and Skills Reports 2024-2025
- Niche.com - Santa Barbara County Private School Rankings 2026
- Industry salary data: Glassdoor, PayScale, ZipRecruiter, Indeed
- Educational design trends: Performance Services K-12 Design Trends 2025

Recommended Site Visits

Before finalizing facility plans, visit exemplar programs at: - Schools with strong media arts programs (request recommendations from NCEA, CAIS) - Professional production studios or post-production houses - College media arts facilities (USC, Chapman, Loyola Marymount locally) - Esports arenas at universities or high schools

Industry Partnerships to Explore

- **Local Media:** KEYT (TV station), Noozhawk (digital news), Santa Barbara Independent

- **Tech Companies:** AppFolio, Invoca (both based in Santa Barbara)
- **Production Houses:** Local video production companies, photography studios
- **Higher Education:** UCSB Film & Media Studies, Brooks Institute (if reopened)
- **Equipment Vendors:** Adobe, Apple, Google (education programs and potential donations)

Professional Organizations

- **NCEA** (National Catholic Educational Association) - Catholic school resources
- **ISTE** (International Society for Technology in Education) - Technology integration
- **AECT** (Association for Educational Communications and Technology)
- **NAB** (National Association of Broadcasters) - Broadcasting education resources
- **IGDA** (International Game Developers Association) - Game education resources



Document Revision History

Version	Date	Changes	Author
1.0	November 2025	Initial comprehensive research and strategic plan	Research Team










Contact & Questions

For questions about this strategic planning report or to discuss implementation:

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Conclusion

This strategic planning package provides everything Bishop Diego needs to:

1.  **Justify the investment** with comprehensive job market data
2.  **Differentiate from competitors** with clear competitive analysis
3.  **Design world-class facilities** with detailed specifications and budgets
4.  **Develop rigorous curriculum** with five complete 4-year learning tracks
5.  **Market effectively** with segmented audiences and proven strategies
6.  **Execute with confidence** using phased implementation roadmap
7.  **Measure success** with clear metrics and KPIs

The opportunity is clear. The research is thorough. The plan is actionable.

Bishop Diego can become Santa Barbara County's premier destination for future-ready education—preparing students for the careers of 2030 while staying grounded in Catholic values.

The time to build is NOW.

“The best way to predict the future is to create it.” - Peter Drucker

Let's create the future at Bishop Diego.