

JOSEPH A. MARTINEZ

Joe Martinez is the President of St. Laurence High School, an independent Catholic school known for its leadership development and academic excellence training for co-ed ages 14 through 18. In his leadership role, Joe is working alongside parents, teachers, and alumni to take this school in a new direction that highlights St. Laurence's enhanced curriculum, schedule, and academic partnerships.



Given that Joe is a successful leader with a demonstrable track record of creating a strategic vision, determining a course of action, and execution that results in process and quality improvement, the prospects for St. Laurence High School achieving these new goals appear excellent.

Joe started with St. Laurence High School as their President in July 2012. He is responsible for defining and articulating the mission, vision, and strategy that will continue to enhance the future potential of St. Laurence's graduates. Additionally, he supervises operations, public relations, and financial planning. Of note:

- **RECRUITMENT AND RETENTION:** Joe created and implemented a marketing plan; revised their brochure to reflect the new marketing goals; developed an admissions achievement plan that provides daily numerical updates on progress; and worked with parents and alumni to establish more community outreach efforts. *St. Laurence is proud to grow in enrollment and announced the transition to Co-education for the start of school year 2017-2018.*
- **ACADEMICS:** Joe defined three educational programs to better fit individual student needs; introduced Spirituality, Leadership, Science, Technology, English, and Mathematics (StL STEM) applied learning focus; executed STEM workshops; reviewed and enhanced teachers' and students' learning styles; remapped schedules to provide one hour each for Math, Science, and English, plus an additional year in History and Foreign Language; designed a tiered system to lower class sizes and increase individualized attention; and partnered with DePaul University and Lewis University for professional development and dual enrollment credits. *St. Laurence became the first STEM Accredited institution in the State of Illinois.*
- **LEADERSHIP DEVELOPMENT:** Joe executed a Team of Teams program as a new opportunity for students to work as a group, create goals, exercise leadership skills; and enhance already established Leadership Program. *St. Laurence collaborated with my companies and launched the Medical Explorer Program, Entrepreneur Program, and Electrical Engineering program for students in 2016-2017.*
- **ATHLETICS AND ACTIVITIES.** Joe hired an Athletic Director/new head coaches; initiated new athletic marketing pamphlet highlighting coaches, scholars, team members, and leaders; designed process leading to self-sufficient athletic group; contracted with one vendor to better finances and more program opportunities; and enhanced facilities with a new basketball locker room, wrestling room, and two multi-purpose turf room.
- **ALUMNI:** Joe hired a new Vice President for Institutional Advancement, Alumni Director, identified leaders to work with alumni in executing events; created a mentorship and internship program; and launched the largest campaign in school history. *St. Laurence raised \$4.9M of its \$5M goal in 18 months for the Defend the Glory Campaign.*
- **OPERATIONS:** Joe established departmental sync meetings; hired communications director to send out frequent press releases/blog posts; finalized endowment plans; updated website; brought in-house maintenance that resulted in lower costs/long-term facilities planning; and created a vendor review process. *St. Laurence replaced boilers, enhanced technology and upgraded classrooms.*
- **FINANCIALS:** Joe developed a long-term facility plan to properly budget for upgrades and created processes to lead to further cost reductions in the annual budget. *Results: St. Laurence exceeded its annual fund-raising goal and finished the year under budget—two great achievements that give this school the strength to achieve more.*

Prior to St. Laurence, Joe was with the U.S. Army, in an accolade-filled career starting as an Aviation Officer and finishing as the Recruiting Company Commander in Chicago before becoming a Major in the U.S. Army Reserves. He earned an MBA in Business Administration at the University of Illinois at Chicago and a BS, Systems Engineer, at the U.S. Military Academy at West Point. Joe is quite active in the community. He volunteers on a school board and a community organization board. He volunteered on the Solutions for Patient Safety and Family Advisory Boards' member for Ann & Robert H. Lurie Children's Hospital of Chicago and as a fund-raiser for the Cystic Fibrosis Foundation, where his team has raised nearly \$500,000 in 11 years. Joe has received mention by both the City of Chicago's Mayor Daley and Stickney Township for his community efforts.

A St. Laurence High School alumni honored to be part of St. Laurence's present and future development, Joe is committed to giving every St. Laurence grad that kind of ability to achieve their full future potential.