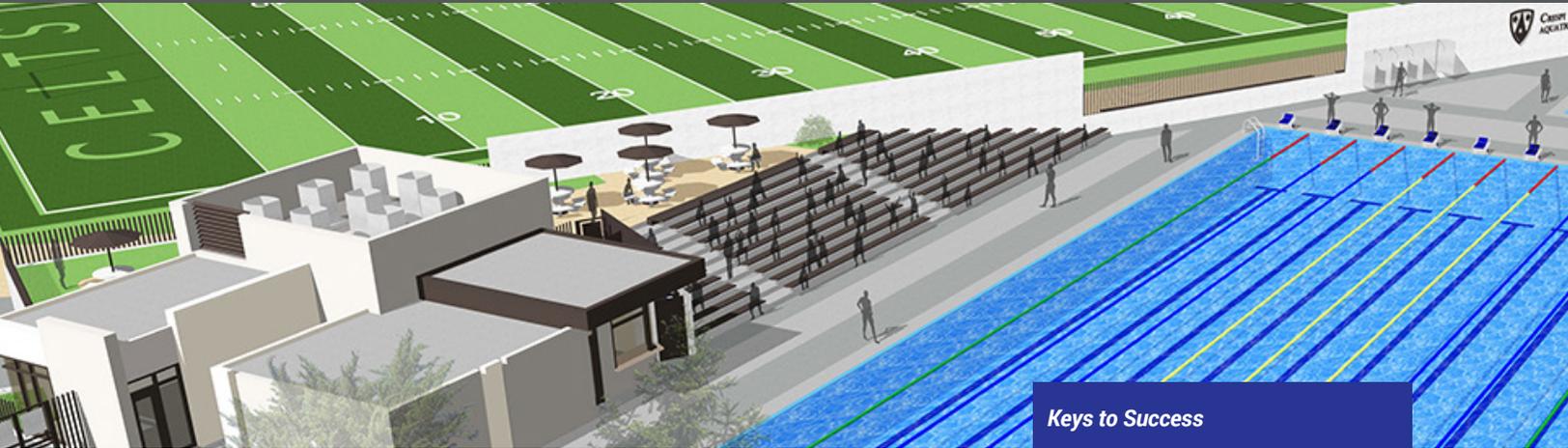


"Crespi Modernization Plan"

On Behalf of Crespi Carmelite High School



50-Year
Campus Master Plan



Unanimous Neighborhood
Council Endorsements



LA City Council
Member Support

Crespi Carmelite, a Catholic all-male college prep high school, sought approval from the City of Los Angeles to modernize its campus to remain competitive as a top-tier choice among Southern California private schools for the next generation students. If approved, the school's new Master Plan could include an aquatics facility, new labs that support STEM (Science, Technology, Engineering, and Mathematics) education, state-of-the-art Sports Center, a new parking structure and more. For over 60 years, Crespi has called Encino, California its home. Notoriously anti-development, Consensus knew this San Fernando Valley community's support would be hard earned, so we embarked on a path to build that relationship on sound footing.

We started by helping Crespi better tell their story with a community outreach approach driven by its mission. We discovered that Crespi Carmelite is a Catholic discipline focused on cultivating people to be good neighbors and citizens. So we put that mission front and center and designed the community relations program so the mission was illustrated in everything we do. Before the project was submitted to the City of Los Angeles, we made sure that neighbors had an early chance to provide feedback via one-to-one meetings. We made it easy by hosting office hours and visiting neighbors via door-to-door canvassing. We also organized campus tours for neighbors as we learned that many had never stepped foot on the school grounds, even though they lived right next door. To authentically showcase the mission and the inspiration for the Campus Master Plan, these tours were hosted by Crespi student volunteers.

This neighborly approach demystified the school and helped forge a stronger relationship between neighbors and the Crespi community. By keeping the communications pipeline open and providing play-by-play updates on the project's path to approval, we earned community support. As a result, the local Neighborhood Council became passionate champions for Crespi who no longer saw the school as a building but a source of pride and essential part of the fabric of the community.

Keys to Success

Consistent Supporter Mobilization

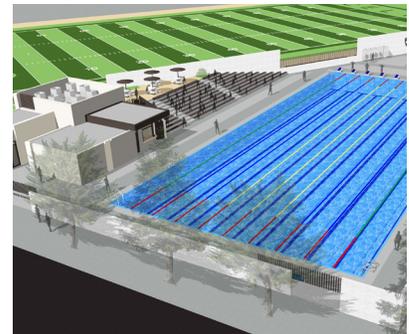
A steady stream of calls, eblasts, and mailers keep the public informed on project updates and promote active participation

Continuous Face-to-Face Interaction

Maintain in-person contact with key stakeholders to build a foundation of trust

Digital Engagement Strategy

Create quality digital content to share in eblasts and across multiple social media platforms



DEAR NEIGHBOR,

Since 1919 Crespi Carmelite High School has called Encino its home, offering a holistic model of education emphasizing the spiritual, intellectual, moral, physical and social development of our students. We at Crespi believe in educational leadership and innovation, and therefore designed this Master Plan to evolve and adapt our campus for the next generation. Our Master Plan is developed based on campus needs and aspirations outlined by our Crespi family to maintain our standards as a premier academic institution. We hope you will support our endeavors, and look forward to the years ahead.

Sincerely,
R. J. [Signature]
 Dr. Kenneth A. Francis,
 President
 Crespi Carmelite High School

Plan your visit
www.crespimasterplan.org/support

SHOW YOUR SUPPORT ONLINE

Planning Our Future with the Community in Mind

The Master Plan will guide the next 50 years of development for our campus. We are implementing a phased approach to ensure progress on our initiatives while we take breaks for future phases. Crespi will continue to be a presence that the community can show for. Thank you for our meeting, review, and office location.

MODERNIZING TO BETTER SERVE OUR STUDENTS AND COMMUNITY

Crespi's Master Plan includes:

- A State-of-the-Art Aquatics Center to serve our student athletes, local educational partners, and employees.
- Neighborhood Beautification including fence/structure enhancements and landscaping improvements.
- Shielded lights will be installed for our new aquatic center and football field to ensure there are no light spillage beyond campus property.
- 400+ new multi-level parking spaces for campus events.
- Multi-Purpose Parking Structures providing ample parking for campus events, engineering, and math.
- Cutting Edge STEM Classrooms and Laboratories for student learning in science, technology, engineering, and math.
- A New Century Locker Room and Gymnasium to better support our athletic programs.

Crespi Carmelite at Crespi Carmelite High School
 August 2 at 11:22am · Encino · 🌐

MASTER PLAN UPDATE: Parents, Alumni and Neighbors please show your support to the City of Los Angeles for our proposed Master Plan. Send a quick email and RSVP for our hearing today! Click link for more information http://www.crespimasterplan.org/take_action

SHOW YOUR SUPPORT

CRESPI CAMPUS MODERNIZATION PLAN
 SEND AN EMAIL • ATTEND A HEARING
 (AUG 15TH)

👍 Like 💬 Comment ➦ Share

👍 119

📄 22 shares

View 11 more comments

CRESPI CAMPUS MODERNIZATION
 To better serve and help shape the future of our students and community.
www.crespimasterplan.org | (818) 779-9338 | 3013 Minnow Ave. Encino, CA 91436