



School Advisory Committee (SAC)

AGENDA / MINUTES OF MEETING

DATE: September 15, 2015

PREPARED BY: Lynn Perez

LOCATION OF MEETING: Loughry Room

SAC MEMBERS ATTENDANCE:

Fr. John Trout	X	Anne Phoenix	X	Sheila Johnson	X
Lori Ventura	X	Matthew Everett	X	Jerry Langfeldt	X
Maura King	X	Mary Krogman	X		
Gil Licudine	X	Lynn Perez	X		
Tiffany Schiff (SJSPA)	X	Jeff Nutschnig (AC)	X		

VISITORS: Joe Vilinski

WELCOME, MISSION STATEMENT AND GOSPEL READING

From Lori Ventura

1. Lori welcomed SAC members to the meeting.
2. Mission statement: At St. Joseph Catholic School, we are called to educate our students in mind, body and spirit. Students are engaged in an academically challenging environment, nurtured by a faith-filled community and empowered through worship and service to build the Kingdom of God.
3. Gospel reading: Mark 9:30-37
 - a. Committee members shared thoughts and reflections on the gospel.

DISTRIBUTION OF MINUTES

1. Minutes were distributed to SAC members via email prior to the meeting.
2. Maura motioned to approve the minutes; Jerry seconded.
3. Minutes from prior meeting were approved.



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PRINCIPAL UPDATE

From Anne Phoenix

1. Onboarding of St. Bens will begin at the end of this month. They will be here three days a week – days have yet to be determined. Due to the onboarding of St. Bens, our 4155 (prof. services) account will be over budget, but our salary account will be under this year.
2. Rosary Launch is next Friday, September 25th. Please join us if you are available.
3. Implementation of narrative writing and Reading Street are both going well. At this point, I am conducting observations, meeting with teachers regarding the implementation, and all ELA teachers are coming together every other week to discuss implementation. Our literacy coach is conducting observations/coaching beginning this week and will provide support during the year.
4. Subject area PLTs are outlining goals/initiatives for the year. I am meeting with the head of each.
5. Lori Ventura is working on a Common Core and More article for publication (see Lynn P's report)

PASTOR UPDATE

From Father Trout

1. Father Trout expressed his gratitude for SAC members giving of their time and talents on behalf of the school.
2. New parish logo is being developed along with our new parish website.
3. Father Trout will be forming a group to explore the Christian Family Movement and how that could be implemented at St Joe's to promote the importance of family.
4. The parish 10 year plan will be launched at the masses at the end of September.

FUNDRAISING UPDATE

From Mary Krogman

1. Presentation was given by Joe Vilinski, our fundraising consultant, who is working with SAC and school leadership to develop a fundraising plan. Joe summarized his work thus far including interviews with a variety of constituents and outlined plans.
2. Short Term Goals
 - a. Update Knight Fund communications
 - b. Schedule for email and print communications being developed
 - i. Meeting with Tracy Lombardo being scheduled



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- c. Produce Knight Fund accomplishment video
 - i. Craftsman Media donating services to produce a kickoff video for Knight Fund as well as a marketing video about SJCS
 - d. Highlight improvements funded this year
 - e. Implement pilot program for Leadership Gifts (\$1000+)
 - i. Goal is to identify potential donors prior to official launch of Knight Fund
 - ii. Identify select number of donors based on last 2 years data
 - iii. Send introductory letter from Anne as first contact to potential donors
 - iv. Anne to meet with potential donors based on their preference to learn about donor interests, connect donor with strategic vision of Knight Fund and build relationships.
 - f. Continued discussion needed about overall fundraising approach for next year in recognition of this year being a transition year. This includes how funding of SJSPA activities are accounted for and budgeted.
 - i. Spirit Run donations focused this year on encouraging donations from extended family and friends. Future discussions could include an increased focus on engaging grandparents in the event and fundraising.
5. Long Term Goals
- a. Exploring development of a Knight Fund Business Partner Program
 - i. Discuss opportunities to build deeper connections with businesses. Variety of relationships and structures exist in other schools.
 - ii. Potential businesses to target:
 - 1. Past supporters of fundraisers, SJCS/parish family owned-businesses, District 70 business partners, MainStreet Libertyville
 - 2. SAC connections
 - 3. Define the program we are offering to businesses (recognition, etc.)
 - 4. Draft letter to businesses
 - 5. Identify follow-up actions and ongoing communications and connector for each business
 - b. Streamline donation tracking and acknowledgement
 - i. Give Central access and training for Mary Beth Koenig
 - ii. Support from parish staff
 - iii. Determine process and system to support collection and maintenance of donor interests information



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- c. Additional long term needs were discussed including development of Alumni Relations and the need for development/fundraising personnel to focus on fundraising.
6. Action Items
 - a. Target list of leadership donors (\$1,000+)
 - b. Mary and Jerry to form ad hoc group to brainstorm and plan related to Business Partner program including defining our approach, selecting businesses and developing materials. Maura and Anne will participate. Ad Hoc group to report back a proposal to SAC at the November meeting.

FINANCE UPDATE

From Sheila Johnson

1. Short Term Goals
 - a. Achieve 2015-16 budget.
 - b. Favorable operating result of \$10,000 from 2014-15 budget will be added to the 2015-16 budget.
 - c. Budgeted loss for 2015-16 increases from \$325,000 to \$335,000. Additional funds will be used for 5th grade Chromebooks.
 - d. Results through July 2015 are \$45,141 favorable to budget.
 - e. Favorable results are in the categories of salaries \$19,588, books/supplies \$29,907, and general expenses \$16,766.
 - f. Income is unfavorable to budget due to timing of fundraising \$21,120.
2. Long Term Goals
 - a. Support the SJCS Long Range Plan.
3. Action Items
 - a. Review August 2015 financial results at next meeting.
 - b. Analyze 2016-2017 budget in September.
 - c. Review 2016-2017 budget analysis at October meeting.



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MARKETING UPDATE

From Lynn Perez

1. Short Term Goals
 - a. 2015-2016 Enrollment: 441
 - i. Budgeted enrollment: 432 (exceeding budget target)
 - ii. Aspirational Goal: 450 (variance -9)
 - iii. SAC Assistance: refer friends and family
 - b. Retention & Loyalty / Community Awareness: SJCS Yard signs on sale (10 sold thus far).
 - i. SAC Assistance: buy your yard sign and encourage others!
 - c. Retention & Loyalty / Community Awareness: SJCS new logo car magnets in development
2. Long Term Goals
 - a. 2016-2107 Enrollment goal: 450+ (exact # TBD)
 - b. 2016-2017 Enrollment: Successfully open 2nd preschool room; set enrollment goal
 - c. Prospect Conversion: # prospects converted to enrollees; set goal
 - d. Retention & Loyalty: retain current students (excluding 8th graders) by reducing voluntary departures; set goal.
 - e. Community Awareness: increase # of community engagement activities
 - f. Long Range Strategic Plan: organize proposed tactics into timeframes
3. Action Items
 - a. September through January:
 - i. New Preschool room planning, marketing and enrollment
 - ii. Infographic on SJCS achievement being developed (Jerry, Lynn, Tracy)
 - iii. SJCS video planning in conjunction with Fundraising committee
 - iv. SJCS media opportunities (articles/stories): plan being developed; will need support
 - v. Preparations for Catholic Schools Week and 2016-2017 enrollment
 - b. Lori to reach out to Jodi Kristopher to discuss development of a communication platform in collaboration with Tracy and Lynn.



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TECHNOLOGY UPDATE

From Maura King

1. Short Term Goals
 - a. Work w/ Kelly and Anne to review strategy needs going forward from IT. (end of September)
 - i. This will be used as the baseline for the new Charter for the IT Committee Planning: first of three IT committee meetings for early Oct - date to be determined - second meeting in Jan and the final meeting in April
2. Long Term Goals
 - a. Discuss with SAC IT needs - where can the IT committee assist? Are there some short-term projects that need IT assistance?
3. Action Items
 - a. St. Ben's to begin technology assessment per Anne's update.
 - b. Maura to research our ability to track read receipts on email communications.

CONTINUOUS IMPROVEMENT UPDATE

From Lori Ventura and Matt Everett

1. Short Term Goals
 - a. Improve and develop more efficient meeting protocols for SAC meetings
 - i. New agenda and meeting minutes template used for this meeting
 - b. Investigate Blue Ribbon application process and assemble team to assist with this process
 - c. Provide any remaining info to marketing committee for infographic.
2. Long Term Goals
 - a. Prepare for AdvancED visit in Spring of 2016
 - b. Assist SJCS team with any relevant data analysis or survey collection.
3. Action Items
 - a. Establish timeline for Blue Ribbon application process for SJCS
 - b. Establish task list and timeline for AdvancED Site visit
 - c. Write article on "Common Core and More" for marketing efforts (Lori)

PARENT ASSOCIATION UPDATE

From Tiffany Schiff

1. Spirit Run forms went home yesterday with suggested donation of \$25 per child. This helps run half of SJSPA events for the year. The remaining half comes carryover of funds from prior years. SJSPA needs approximately \$21,000 per year to fund activities and additional discussion on budget planning will occur moving forward.



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2. Sock Hop is this Friday night, September 18th. They still need some help with decorating and some "security" parents as well. We have 3 new chairs on this event with a veteran chair as well. I'm very happy to get some new members in the chairing positions.
3. Movie in the Park is on hold pending discussions with Anne. There is a special mass with a reception to follow scheduled for the same night as the original movie night date.
4. Room parents have received their activity fee checks last week. This money helps plan the classroom parties throughout the year.
5. Rosary Launch is set for Friday, September 25th. The rosary balloon has been ordered. Hope all parents join in this fabulous event.

ATHLETIC COMMITTEE UPDATE

From Jeff Nutschnig

1. Golf outing had a great turnout, meeting on Monday and will have further details at the next meeting.
2. Athletic Committee has met once thus far. Discussion included development of protocol for concussion using the protocol from Carmel as a model.
3. New Treasurer is Charlie Yoo.

ADJOURNMENT

1. Lori requested a motion to adjourn the meeting.
2. Mary moved to adjourn; Maura seconded.
3. Meeting was adjourned.