

# School Advisory Committee (SAC)

## MINUTES OF MEETING

**DATE:** March 15, 2016

**PREPARED BY:** Lori Ventura (agenda); Lynn Perez (minutes)

**LOCATION OF MEETING:** Loughry Room

### SAC MEMBERS PRESENT:

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

### VISITORS:

### WELCOME, MISSION STATEMENT AND GOSPEL READING

#### *From Lori Ventura*

1. Welcome 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: Luke 23: 1-49 (short version)
  - a. SAC members shared their reflections.

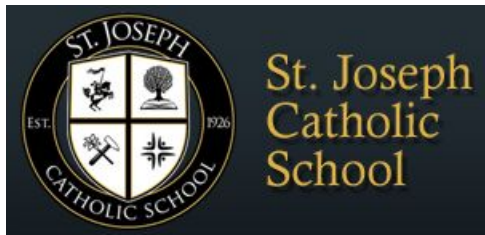
### DISTRIBUTION OF MINUTES

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

### PRINCIPAL'S UPDATE

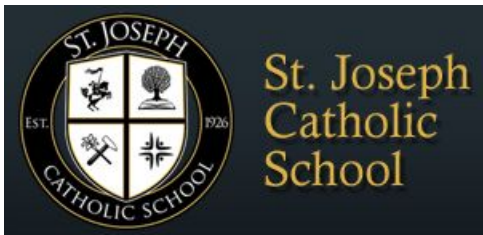
#### *From Anne Phoenix*

1. Staff adjustments for next year: Ms. Christerson is retiring; Mrs. Sear is resigning; Ms. Renton is resigning; and an aide is being added to the library. We are hiring an additional preschool teacher and preschool aide to support our new preschool room. This will be announced at tomorrow's faculty meeting and then communication will be sent home to families at the end of the week.



## School Advisory Committee (SAC)

2. Camp Edwards: this is our outdoor education with our sixth grade class and was a huge success. The children had a wonderful time, the weather was perfect, and I witnessed this class bonding more during their time away.
3. State Visit: we hosted our state visit at the end of February. Although we have not received the official report from the state, the visit went well. We should receive our feedback by early April.
4. AdvancED Visit: we hosted our AdvancED visit the first week in March. We should receive feedback regarding our visit at the end of April. Tracy is working on adding the AdvancED Accredited logo to our website.
5. Long Range Strategic Plan: a reminder that the April 19 SAC meeting will be closed with Dr. Madonia joining us for our focus group training session. Thus far, we have 100 survey responses.
6. Math Professional Learning Team (PLT) will be making their decision regarding which textbook/resources to adopt next year. They should have this decision made by early April.
7. Tuition collection is going well this year. There is one family on the cusp of the exclusion days. With the onboarding on Anna Roeser in the role of Director of Administration for the Parish, she and I will meet soon to discuss her role in the exclusion days.
8. Non-returning families: all families who are not returning have been asked to complete an exit survey by April 15 so that their input can be considered with our long range strategic plan. Additionally, any family who is leaving, but staying in the area, has been contacted for tuition assistance possibilities (if applicable) for next year.
9. Preschool Update:
  - a. Plans are moving forward with installing bathroom access in the new preschool room (room 4). We are also looking into demoing one of the homes across the street from the school to build a preschool playground. Dan Harris has been working with facilities on this project.
  - b. Liz Hein is working with preschool to purchase supplies for the new classroom.
10. SJSPA and Athletic Committees:
  - a. SJSPA and Athletic Committee budgets will remain independent of school budget; both may be audited this summer by the parish. Going forward, SJSPA will not be a fundraising body, rather it will be focused on community building and be funded by the school beginning in year 2017-2018. SJSPA operation budget for 2016-2017 will be current funds.
    - i. Sheila will be connecting with Margaret, SJSPA Treasurer, to review financials.
  - b. Spirit Run, for example, will not be a parent-sourced fundraiser next year; rather it will be a community event.
  - c. We are looking to start a new athletic conference (Northeast Illinois Catholic Conference) with the schools in our vicariate. A meeting was held last night with principals and Athletic Directors. Currently, we are working on a handbook that we can all agree on including the number of games in a season; number of tournaments in a season; no Sunday games; timeframe of season, etc.
11. Ray Scholarship:
  - a. The Ray Scholarship will be sent out to families of 5<sup>th</sup> – 7<sup>th</sup> graders. Mr. and Mrs. Russell V. Ray, former parishioners of St. Joseph Catholic Church, were active members in our St. Joseph Parish community for over forty years. The scholarship is designed to award a student



## School Advisory Committee (SAC)

the recognition of their commitment to their Catholic faith while receiving a reduction in their cost of tuition over the remaining period of their elementary education.

### 12. Fall's AdvancED Catholicity Survey Results:

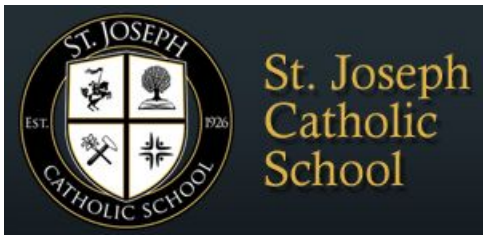
- a. 93% of the middle school students took the survey
- b. 38% of parents took the survey
- c. 79% of staff took the survey

### 13. Highest Level of Satisfaction:

- a. Parent:
  - i. Our school is a community that prays together.
  - ii. Our school makes Jesus and the teachings of the Catholic Church known to all students.
  - iii. Symbols of the Catholic faith are displayed throughout our school.
- b. Staff:
  - i. Our school is a community that prays together.
  - ii. Symbols of the Catholic faith are displayed throughout our school.
  - iii. In addition to academics and faith formation, our school offers experiences in the arts, athletics, and other extracurricular and service opportunities that contribute to the education of the whole child.
- c. Student:
  - i. My school teaches me to love Jesus.
  - ii. All students in my school learn about Jesus and what Catholics believe.
  - iii. There are crucifixes and other Catholic symbols throughout the school.

### 14. Lowest Level of Satisfaction:

- a. Parent:
  - i. Our school helps parents/guardians fulfill their role as the primary teachers of the faith to their children.
  - ii. Our school does everything it can to eliminate obstacles that hinder or exclude students from receiving a Catholic education.
  - iii. Our school operates with the expressed approval and support of our Bishop.
- b. Staff:
  - i. Our school helps parents/guardians fulfill their role as the primary teachers of the faith to their children.
  - ii. Our school does everything it can to eliminate obstacles that hinder or exclude students from receiving a Catholic education.
  - iii. Our school operates with the expressed approval and support of our Bishop
- c. Students:
  - i. Students at my school know how to behave and respect others so that everyone can learn.
  - ii. My school works together in ways that show respect for everyone's unique talents.



# School Advisory Committee (SAC)

## **PASTOR'S UPDATE**

*From Father Trout*

1. No new updates.

## **SJCS PARENT ASSOCIATION UPDATE**

*From Tiffany Schiff*

1. Updates
  - a. Father/Daughter Dance was a great time. We are still getting financials. We had 104 dads and 131 daughters that attended for a total of 235 people there. Next year I will adjust time of dance back to 6:30pm to 8:30pm to accommodate younger crowd that attends.
  - b. Mother/Son Knight was a huge success. We had 132 sons and 89 moms there for a total of 221 people there. Last year 161 attended. I added a fun surprise raffle of prizes at the end for moms and sons. It was nice to have just water bottles and snacks available which afforded people the opportunity to go out to dinner beforehand. Minus all expenses, we made \$634 off event.
2. Action Items
  - a. Planning for 90th Anniversary year was discussed.
    - i. Tiffany will connect with Tracy and Anne to follow-up on plans.

## **ATHLETIC COMMITTEE UPDATE**

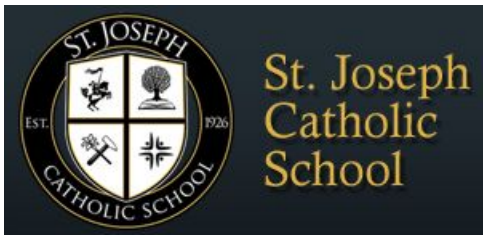
*From Jeff Nutschnig*

1. Action Items
  - a. May 15th is the Athletic banquet.
  - b. Published call for membership on Athletic Committee in Knight Notes.
  - c. Intramurals is finishing up this week, feedback has been positive thus far.
  - d. Spring sports are underway.

## **FINANCE UPDATE**

*From Sheila Johnson*

1. Short Term Goals
  - a. Achieve the 2015-16 budget
  - b. January results
  - c. For the month: Income of \$42,062, \$21,756 favorable to the budgeted income of \$20,306.
  - d. Year to date results: Income of \$26,630, \$159,460 favorable to the budgeted expense of \$132,830.
  - e. Provided draft 2016-17 school budget to Parish Finance Committee



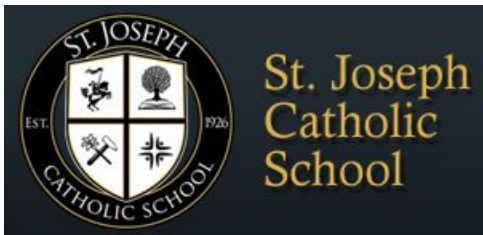
# School Advisory Committee (SAC)

2. Long Term Goals
  - a. Support the SJCS Long Range Plan
3. Action Items
  - a. Review February 2016 financial results
  - b. Finalize 2016-17 budget

## MARKETING UPDATE

*From Lynn Perez*

1. Short Term Goals
  - a. 2015-2016 Enrollment: 459 (as of March 29th)
    - i. Budgeted enrollment: 432 (variance: +27)
    - ii. Aspirational Goal: 450 (variance: +9)
  - b. Retention & Loyalty: retain current students (excluding 8th graders) by reducing voluntary departures; Goal:  $\leq 8$ 
    - i. Status: 5 total departures this year
2. Long Term Goals
  - a. 2016-2017 Enrollment goals:
    - i. Budgeted enrollment: 439; Aspirational Goal: 460
      1. Status: Projected enrollment total is 433 (last year May=434)
        - a. Preschool: 38
        - b. Kindergarten: 28 (last year May=40)
        - c. 1st-8th: 367
      - ii. Successfully open 2nd preschool room and enroll 30 total in preschool
        1. Status: Exceeding goal
      - iii. Prospect Conversion: # prospects converted to enrollees; Goal: 20%
    - b. Community Awareness: increase # of community engagement activities
    - c. Long Range Strategic Plan: organize proposed tactics into timeframes
3. Action Items
  - a. Yard signs: additional 25 signs now available
  - b. New layout of Knight Notes launched
  - c. 2016-2017 enrollment: Direct mailer planned again for April
  - d. May 3rd New Family Welcome breakfast following Mass
  - e. 90th Anniversary planning (Tracy/Tiffany)
    - i. Discuss budget for event(s)
  - f. Preschool Expansion Planning (Anne/Tracy) underway
  - g. April/May Plans
    - i. Infographic on SJCS achievement (Jerry, Lynn, Tracy)
    - ii. Explore digital/online tools with the help of Maura, Kelly and Technology Committee including pilot digital Ads (Google Adwords); using Google Analytics for our website; and enhancing our searchability.
    - iii. Spiritwear review and follow-up: Tracy meeting with sportswear companies



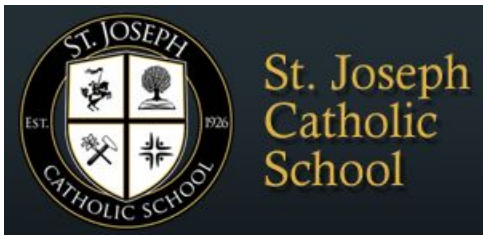
# School Advisory Committee (SAC)

## **FUNDRAISING UPDATE**

*From Jerry Langfeldt*

1. Short Term Goals
  - a. Donor acknowledgement (mail gratitude cards).
  - b. Tracking of pledge payments to ensure all funds received by end of school year (Mary Beth Koenig).
  - c. Analyze 2015-16 Knight Fund statistics (corporate matching, family participation) and recommendations for 2016-17 (shorten pledge drive, adding FACTS payment option).
  - d. Research options for housing donor database (CRM platform subscription, Excel creation).
2. Long Term Goals
  - a. Continuous donor outreach (quarterly contact).
  - b. Evaluate final recommendations from fundraising consultant (have reached end of contract)
    - i. Explore tactics to raise family participation to 75%
    - ii. Determine goals for 16-17 campaign
    - iii. Consider making family minimum \$400 for 16-17
    - iv. Continue to mail initial KF packets to homes
    - v. Business partner program would now need its own revenue line, given direction it's heading
    - vi. Consider meeting with certain leadership donors in October to secure pledges between public campaign starts (they can still write check after new year if preferred)
  - c. Consider communication office taking larger role with conceptualizing KF messaging
  - d. Obtain CRM system to track fundraising intelligence
  - e. Provide staff with necessary training in data management
  - f. Consider attending fundraising professional development session, perhaps with other colleagues
  - g. Build larger volunteer structure to support KF and create more ownership across grade levels
  - h. Allow more direct KF messaging to reach alumni/parishioners (lots of potential here)
  - i. Revisit the need to seed scholarship program
  - j. Revisit KF weekend at Masses
  - k. Follow-up with quarterly donor acknowledgement ideas
  - l. Gauge public donor recognition concept with key stakeholders
  - m. Consider development position on staff.
3. Ad Hoc Committee:
  - a. Develop long-term plan for Knight Fund or SJCS business partnerships (2016-2017 school year) with goal to approach businesses prior to start of school year (July or August).
  - b. Explore website and Facebook analytics for use in conversations with business partners.





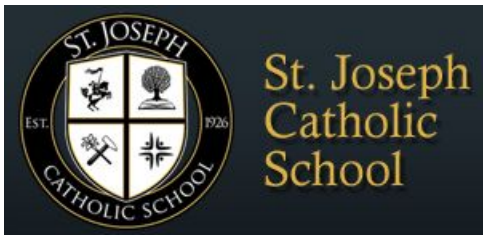
# School Advisory Committee (SAC)

- c. Jerry will create a fishbone diagram around two approaches for business partnerships: existing: consultative, newsletter followed with a call.
  - d. Create finalize marketing materials and letters to businesses
  - e. Develop list of prospective businesses and contacts.
4. Action Items
- a. Define and develop long term business program.
  - b. Develop donor database and best practices for 2016-17 Knight Fund
  - c. Follow-up on CRM database including capabilities to do fundraising, alumni and other capabilities. Kelly, Maura, Jerry and Mary.

## TECHNOLOGY UPDATE

*From Maura King*

1. Short Term Goals
  - a. Remaining budget for the year is being assessed and will be used for the following:
    - i. Replacement staff devices (desktops, iPads, chromebooks, laptops, etc...)
    - ii. Our servers will be replaced in June. This cost will be shared with the parish.
    - iii. Expenses related to the installation of fiber internet from AT&T
    - iv. Replacement/additional student devices. Chromebooks and iPads. Teachers are looking for more iPads in their classrooms to support many of our new initiatives such as Reading A-Z.
    - v. Fiber Internet: The process for this installation has started. As of now, there is a lot of behind the scenes work with AT&T. We had a site visit last week to determine the construction costs that we will be responsible for. We are waiting on the results of this visit, but we do know that the cost to get the line to the doors of the building will be funded by eRate/AT&T. Our costs may be to run conduit and line from the entry point to the server room, however, there is a good chance this will be funded by eRate. We are waiting to hear on this.
    - vi. SchoolMessenger was launched. We are receiving positive feedback on the new layout of the email. We will now work on the opt-in system to be able to text families and staff. SchoolMessenger has more capabilities such as multiple images and documents in one email. The layout is also more flexible that our previous system.
2. Long Term Goals
  - a. Develop and participate in SLRP process
3. Action Items
  - a. Kelly McMahon will serve on the committee to re-write the technology plan for the Archdiocese. We are hosting the first meeting here on April 14th. Having Kelly on this committee will be beneficial and help us stay informed as well as, allow us to share the knowledge we have gained with others in the Archdiocese.
  - b. Kelly talked to Warren High School about the opportunity to potentially purchase the hardware they are releasing this summer. No current action in this regard as additional information will be available in the summer.



# School Advisory Committee (SAC)

## **CONTINUOUS IMPROVEMENT UPDATE**

*From Lori Ventura and Matt Everett*

1. Short Term Goals
  - a. Define and more effectively use Action Item Template-Matt
  - b. Supporting Long-Range Strategic Planning process-Lori
2. Long Term Goals
  - a. Support the implementation of Long Range Strategic Plan-Lori
  - b. Define SJCS involvement plan for Illinois Kids Campaign (Ad Hoc opportunity here)
3. Action Items
  - a. Maintain and update Action Item Template and support completion of all committee action items-Matt

## **MOTION FOR ADJOURNMENT**

1. Sheila motioned to adjourn the meeting; Maura seconded.

## **CLOSING PRAYER**

1. Offering of special intentions followed by Our Father.