



School Advisory Committee (SAC)

AGENDA / MINUTES OF MEETING

DATE: April 19, 2016

PREPARED BY: Lori Ventura (agenda-Update [April]); Lynn Perez (minutes)

LOCATION OF MEETING: Loughry Room

SAC MEMBERS PRESENT:

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

VISITORS: Bob Madonia, Ed.D.

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:
 - a. SAC members to share their reflections.

DISTRIBUTION OF MINUTES

1. Minutes were distributed to SAC members via email prior to the meeting.
2. Motion to approve the minutes.

PASTOR'S UPDATE

From Father Trout



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The following updates were provided to SAC members via email this month.

PRINCIPAL'S UPDATE

From Anne Phoenix

1. Dr Bob Madonia providing facilitator training for May Long Range Strategic Planning meetings.
2. Large spending will be going through this time of year... books, preschool furnishings, new math program
3. Still waiting to hear report regarding our AdvancED and state visits.
4. Tuition collection: 1 family has been sent the delinquent exclusion letter
5. Partnering with an OT to bring a 10 week class to our kindergarten students: proper pencil grip, posture, scissors grip, hand strengthening activities, tearing paper...
6. Interviews for open position will begin in late April
7. Preschool bathroom construction has been approved. Playground put on hold at this time.

FINANCE UPDATE

From Sheila Johnson

1. Short term
 - a. Achieve the 2015-16 budget
 - b. February results: For the month: Income of \$41,087, \$19,148 favorable to the budgeted income of \$21,939.
 - c. Year to date results: Income of \$67,717, \$178,607 favorable to the budgeted expense of \$110,891.
 - d. Finalized 2016-17 school budget to Parish Finance Committee
2. Long term
 - a. Support the SJCS Long Range Plan
3. Action items
 - a. Review March 2016 financial results

CONTINUOUS IMPROVEMENT UPDATE

From Lori Ventura and Matt Everett

8. Dr Bob Madonia providing facilitator training for May Long Range Strategic Planning meetings.

The following updates were provided to SAC members via email this month.

SJCS PARENT ASSOCIATION UPDATE

From Tiffany Schiff

1. Short Term Goals & Action Items



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- a. iVolunteer opening Monday, April 25 for registration of volunteers for all the 2016/2017 SJSPA events. Several Chair positions available for the 2016-2017 school year..
- b. Room Parent Sign-Ups for 2016/2017 to be sent via backpack mail sometime the last week of April.
- c. Mrs. Phoenix is looking into Earth Day ideas. Stay tuned....
- d. Christie Krupka as Chair of "Ways to support our school"....no mention of fundraiser term. She will focus on SCRIP, Box Tops, Shoparoo, etc....spreading the word!
- e. NFW Breakfast is Tuesday, May 3rd. This is held right after 8:30 mass in the Koenig Center. We have invited about 37 new families...this includes families that have registered to attend next year as a new family and those 7 new families that joined our current school year after winter break.

ATHLETIC COMMITTEE UPDATE

From Jeff Nutschig

1. Short Term Goals
 - a. Finalize the Athletic Committee budget
 - b. Confirm plans for Athletic Banquet
2. Action Items
 - a. Develop survey for all families participating in SJCS athletics

MARKETING UPDATE

From Lynn Perez

From Lynn Perez

1. Short Term Goals
 - a. 2015-2016 Enrollment: 459 (exceeding budget of 432; exceeding aspiration goal of 450)
 - b. Retention & Loyalty: retain current students by reducing voluntary departures (exceeding goal of 8 with 5 departures)
2. Long Term Goals
 - a. 2016-2017 Enrollment goals:
 - i. Budgeted enrollment: 439; Aspirational Goal: 460
 1. Status: to be provided at the meeting
 - 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



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- c. Long Range Strategic Plan: organize proposed tactics into timeframes
- 3. Action Items
 - a. 2016-2017 enrollment: Direct mailer planned again for April
 - b. May 3rd New Family Welcome breakfast following Mass
 - c. 90th Anniversary planning (Tracy/Tiffany) underway; need to discuss budget
 - d. Preschool Expansion Planning (Anne/Tracy) underway
 - e. 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

FUNDRAISING UPDATE

From Mary Krogman and Jerry Langfeldt

- 1. Short Term Goals
 - a. Donor acknowledgement (mail gratitude cards).
 - i. Anne will have students work on the cards with a scripted message. Mary Beth to create distribution list.
 - b. Tracking of pledge payments to ensure all funds received by end of school year (Mary Beth Koenig).
 - i. Only \$975 in personal contributions outstanding.
 - 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. 1. New families to be introduced to KF concept before school begins with brief description in welcome brochure.
 - iii. Determine goals for 16-17 campaign
 - iv. Consider making family minimum \$400 for 16-17
 - v. Continue to mail initial KF packets to homes



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- vi. Business partner program would now need its own revenue line, given direction it's heading
 - vii. 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.
 - 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.



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TECHNOLOGY UPDATE

From Maura King

1. Short Term Goals
 - a. Researching CRM options for the school
2. Long Term Goals
 - a. Complete Tech portion of LRSP
3. Update from Kelly McMahon
 - a. Fiber Internet access through AT&T and the Illinois Century Network has been approved for installation. Installation should be completed by June/July 2016. This will double our current bandwidth and position us to bring additional bandwidth to our campus as needed in the future. We have been approved for a 50% subsidy on bandwidth from federal eRate funding available to schools.
 - b. Our servers will be replaced in June 2016.
 - c. We are moving our Exchange mail to Gmail in May.
 - d. We will revise our current technology plan with new goals based on school-wide SLRP. Current goals of 2013-16 plan are:
 - e. Increase technology integration in all classrooms and content areas
 - f. Increase teacher training
 - g. Better coordinate and utilize online resources and data (student account management)
 - h. Leverage technology across back office functions
 - i. SchoolMessenger: Replaces SchoolReach for email, phone and SMS communications. This transition is complete.
 - j. Several new curriculum based sites have been implemented recently: Reading A to Z, Math XL (middle school) and SeeSaw.
 - k. Devices to be purchased: replacement staff laptops, desktops & chromebooks. We will most likely also purchase additional iPads to support the classroom curriculum enhancements such as Reading A to Z and the new math program coming fall 2016. We are also waiting to hear if a local high school is selling their one-year old chromebooks at the end of the school year. If they are, we might purchase some.

MOTION FOR ADJOURNMENT

1. Motion to adjourn the meeting.

CLOSING PRAYER

1. Offering of special intentions followed by Our Father.



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