**St. Joseph Education Commission**

**March 17, 2016**

St. Joseph School, following the Mission of Christ where we

Learn our Faith, Live our Faith and Prepare for the Future.

~ St. Joseph School Mission Statement

The St. Joseph Education Commission met in the Faculty Lounge of the school.

The meeting began at 5:32 PM.

**OPENING PRAYER:** Fr. Andrejek.

**MEMBERS PRESENT:** Fr. Andrejek, Fr. Potthoff, Shannon Rogers, Tammy Abts, Aindrea Balagna, Dan Campbell, Pat Fort, Heather White, Beth Martin, Troy Miller, Jenny Sevier, Larry Spialek, and Lisa Stolz.

**MEMBERS ABSENT:** All present.

**MISSION/PURPOSE FOR COMMISSION:** *“Here to prepare the students for their future, not our past.”*

**APPROVAL OF MINUTES:** A motion was made by Larry Spialek. Fr. Potthoff approved the motion.

**PASTOR’S REPORT:** Fr. Andrejek said that as long as we have our five year plan he’ll just add to it.

**PRINCIPAL’S REPORT:** See attached report. Shannon Rogers mentioned the new families that we have gotten and noted that we now have 33 track runners for this year. She invited everyone to the K-3 Showcase. She also mentioned that we have new financials updated as of the day before.

**STRATEGIC PLANNING PROGRESS REVIEW – “Faith in Future”:**

*Catholic Identity*: Shannon Rogers said that we have the scores, but not the ones from the Diocese yet. We should get them by the second week of April. The fifth graders scored at 85%or higher in all but three categories and the eighth graders exceeded the goals.

*Academic Excellence*: Shannon Rogers said the results were shared in the church bulletin and when she receives the ACRE scores they’ll be published. Fr. Andrejek asked if there was any feedback from the parish and Shannon said there was none.

*Enrollment Management/Marketing*: Larry Spialek put on paper the activities for the year. See the attached Marketing Calendar. Shannon Rogers showed the marketing plan we have to use and asked if we could use the one we already have. We are but there will be a slight change.

*Development*: Dan Campbell thanked everyone for getting all their information to him. Heather White, Dan Campbell, and Colette Willoughby went to a meeting in February and discussed marketing and enrollment; Converse Marketing. They mostly talked about ways to raise funds. The stuff on the website, mentioned at the last meeting, is no longer there. Shannon Rogers has to present how we’re using Converse Marketing this summer. Dan Campbell stressed that development is more than fundraising and that we need to do what is right for the Parish. He said that marketing and enrollment is our high priority right now. Heather White mentioned that chooseeverything.info site and said that anyone can create a login and have access to the marketing, etc. Shannon Rogers said that people can order anything from that site and they can change things but it would have to go through her first. She would need to approve it. So basically the postcards that all the schools will send out will look the same except the contact information would be different. Dan Campbell said that what we have been doing is from Converse Marketing and we are using student ambassadors. Heather White said that you can download their marketing plan from the website and that it’s probably what we need to be doing. Shannon Rogers asked if they were combining the parent ambassador program and the answer is yes. She said that we have four student ambassadors, a script, and a parent ambassador that goes through with the students and it has been working out great. Heather White went over the writing goals. Jenny Sevier asked if we’d gotten complimented on our goals and Dan Campbell said we did Larry Spialek asked how many people got postcards sent to them in the mail and are they effective. He said he was disappointed in what Converse came up with (the postcards). Fr. Andrejek asked if we were all going to be using the same postcards. Dam Campbell said it seems that way. Lisa Stolz asked how we market. Do we use social media? Do something digital? Heather White said she thinks Converse Marketing stuff may also be digital. She said that Shannon would be asked what kind of marketing we’re doing. Jenny Sevier asked how many years are we supposed to send out the same post cards. Dan Campbell said the focus is on fundraising. Is enrollment and fundraising increasing? Shannon Rogers said she didn’t receive any feedback or new students from the post cards, but that we’ll do it again. Lisa Stolz said that we should layer marketing; do post cards, then Facebook, etc. Larry Spialek said that we need to have personal contact. Parent ambassadors could do a hand written post card as well as make a phone call. Jenny Sevier is impressed with the marketing and enrollment calendar that was created and she likes that we’re trying to do something different. Shannon Rogers explained the new family’s choice to come here (mom is Catholic). Dan Campbell said to stay the course and that we’re doing great things and does not recommend any changes. Heather White said there is a scholarship for brand new families and that if you’re getting a discount you can’t discuss that with anyone. Lisa Stolz described St. Mark’s Open House and said that we need to advertise something cool, get them in the door and then show them how great our school is. She thinks that telling the Parish to come and get a donut and see our school isn’t enough anymore. She said we need to bring in community members. Do an exit survey and play up on our strengths. Shannon Rogers said that Advanced Ed is back after the Easter break and that surveys will be sent out and that the school will have its external review in October. Lisa Stolz said we need to send out exit surveys to any families that leave. She thinks we should make marketing more authentic by maybe doing some press releases to show people what we’re doing. Aindrea Balagna said that Bill Fleming would be a good person to talk to in regards to press releases. Jenny Sevier described how PR works where she works.

*Facilities*: Jenny Sevier said there is no money, tuition is going down and funds are on hold.

*Finance*: Aindrea Balagna said the budget has not yet been approved. The following week Shannon Rogers will go back to see if it’s been approved. After that they can do their 5 year projections. Dan Campbell wanted to know what the major areas of concern were. Shannon Rogers said that they spent so much time on pre-school and that they didn’t really get to the whole school; they just needed more time. Lisa Stolz asked if people were registering yet. Shannon said that we have 43 pre-schoolers now, 41 enrolled already for next year, 9 for Kindergarten (12 now!) and 9 for the all-day PK class. Fr. Andrejek wanted to know what the minimum is. Shannon Said that it is 15 and noted that the new family (the High family) will have a child in kindergarten as well as the all-day PK. Heather White said that the website needs to be updated because the PK tuition is now different and that she was told by a friend that she was told there was no more room in the 3 year old class. Lisa Stolz wanted to know if we were still following up with people to see if they wanted to come to our school. Fr. Andrejek said that maybe the parent ambassadors could follow up with a phone call. Lisa Stolz suggested using a script. Heather White said to make sure we’re sending information to the right family.

**OLD AND NEW BUSINESS:**

Larry Spialek asked if there is any old business. Fr. Andrejek asked if there was someone that will be writing the script for the phone calls. Larry Spialek said he added it to the calendar. Shannon said that Colette Willoughby is the lead parent ambassador and she’ll inform her. Tammy Abts asked if we could put something in the bulletin geared towards expectant parents and that they can go ahead and put their child on the waiting list. The wait list was discussed. It makes the school seem exclusive. We do baptismal birthday cards. Fr. Andrejek thanked everyone for what just transpired here. Each sub-committee gave reports, tasks were completed, and things were starting to connect. He thanked everyone for their hard work. Larry Spialek made a motion to adjourn the meeting.

**NEXT MEETING DATE:** The next meeting will be Thursday, May 19, 2016 at 5:30 PM.

**CLOSING PRAYER:** Fr. Andrejek. 6:50PM

**ADJOURNMENT:** The meeting was adjourned at 6:51 PM.

Respectfully Submitted,

Ally Finger

School Secretary

Students, staff and family

Joining together

Serving Jesus and one another

~ St. Joseph School Vision Statement