**St. Joseph Education Commission**

**November 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 5:33 PM.

**OPENING PRAYER:** Fr. Andrejek.

**MEMBERS PRESENT:** Fr. Andrejek, Shannon Rogers, Tammy Abts, Bill Craig, Larry Spialek, Lisa Stolz, Heather White, and Colette Willoughby.

**MEMBERS ABSENT:** Kristen Copeland and Pat Fort

**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. Heather White let Miss Ally know that she is not on the Marketing sub-committee. Larry Spialek let Miss Ally know that he is also not on the Marketing sub-committee, but that he is on the Finance sub-committee. Lisa Stolz and Tammy Abts approved the motion.

**PRINCIPAL’S REPORT:** See Principal’s Report. See Funded by the Church spreadsheet. Shannon Rogers mentioned the article in the Catholic Post.

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

*Catholic Identity*: Shannon Rogers briefly mentioned the ACRE test which will be given in January.

*Academic Excellence*: Shannon Rogers stated that the school just received results from ITBS and they will take a look at them in December and January. She mentioned that the staff did a book study on Fisher and Frey and one on Productive Group Work. She wants to incorporate it into the strategic plan as well as let the parents know what we’re doing in the school. Father Andrejek asked if Catholic Schools Week would fall under the Catholic Identity category and if we are planning anything. Colette Willoughby said that they are working on something big. It was also mentioned that Catholic Schools Week falls under several of the categories.

*Enrollment Management*: Colette Willoughby said that the school participated in Night out against Crime and noticed that more people took our school brochures than they did last year. We had one new student come over from a public school. Colette Willoughby is currently talking with two CCD families about coming to our school. She mentioned the Breakfast with St. Nicholas in conjunction with the Craft and Vendor Fair coming up in December and that it is open to the public and will be a good way to get our name out there. Bill Craig asked how we are putting it out there. Colette Willoughby said they are using Facebook, the paper, the church app and the church bulletin. Preschool also received the flyer about the breakfast and it was asked if the flyer was sent to other churches. Miss Ally had already emailed it out to the local parishes. Colette said that she wants to make a flyer for the Kindergarten Information Night and take it to local preschools. Father Andrejek mentioned that the parish has data of all the new families in Tazewell County and that maybe we should try to target them. Heather White talked about the mailer that goes out once a month and that we could put information about the school in there. We could add information about the Preschool and K-8 Christmas Program in it as well. It is advertising that we are already paying for so we should put more school stuff in it. Heather White said that she talked to the Parish Council about MOPS. The council suggested they could do it once a month and that they could connect with SVDP when they pack snack packs. The preschool parents could drop off their kids at 9, then have coffee and donuts and help pack snack packs, and then pick up their kids. It would be a good way for the preschool families to do something for the parish. Different topics of conversation were discussed and Father Andrejek suggested just seeing who shows up first before setting an agenda. The Chapel was suggested for use with MOPS. Colette talked about the Taste of Pekin to be done at the beginning of Catholic Schools Week. Local businesses would be invited and they’d do it after Saturday Mass. This could be advertised in the above mentioned mailer. Bill Craig said that he would find out if there is a public access channel that we would advertise on as well. So far there are two restaurants committed. They should all be committed by December 1.

*Marketing:* Shannon Rogers and Bill Craig met with Deverman Advertising and gave them some information about our school and then they came up with some advertising quotes. See the Advertising Quotes Prepared for St. Joseph Catholic School handout. This is the first time that a school in this area has done anything like this. The different options and their pros and cons were discussed. Should we do a TV commercial, radio ad, online video, mailers, etc. It seemed that most were in agreement with the 30 second online video because the school would have the rights to it and would be able to share it on Facebook and our webpage. The extra-large mailer would be good to advertise the Taste of Pekin for Catholic Schools Week. It was then suggested that this new advertising campaign go to the Parish Council for further discussion since it is a lot of money. Father Andrejek thought that we should use the mailer that we are already paying for to advertise school information and events. Bill Craig wants Shannon Rogers to get the cost for just the digital video and get back to him and then he can take it to Finance.

*Development*: Heather White discussed this above.

*Facilities/Finance*: We still need someone on this sub-committee (Facilities). Amanda Crouch was suggested. Larry Spialek and Shannon Rogers talked about the New Family Referral Program. See your handout from the meeting. Father Andrejek wants some time to process the options. It was suggested that the number three option be dropped and put the focus on kindergarten. Everyone was in agreement to get back together and work out some solid numbers and a good incentive for this program.

**OLD AND NEW BUSINESS:** Larry Spialek asked for any old business. Larry Spialek then asked for any new business. There was none.

**NEXT MEETING DATE:** The next meeting will be Thursday, January 19, 2017 at 5:30 PM.

**CLOSING PRAYER:** Fr. Andrejek. 7:14PM

**ADJOURNMENT:** The meeting was adjourned at 7:14 PM.

Respectfully Submitted,

Ally Finger

School Secretary

Students, staff and family

Joining together

Serving Jesus and one another

~ St. Joseph School Vision Statement