

St Luke School Commission
Minutes from Tuesday, October 6, 2009

Meeting called to order: 7:11pm

In attendance:

Jeannine Goldner- Pastoral Council
Steve Weber
Michelle Tillery
Michael Cloran- Pastoral Council
Diane Anglen

Voting Members:

Bridget Kennedy
Walt Kuhn
Jen Money-Brady
Doug Derringer
Steve Berenyi
Jim Archer
Pat Crossin
Kathleen Leppert

Excused

Father Noah Casey
Tracy Miller
David Daniels
Adam Nelson

Guests: Heather Garrison, Heather Crossin, Michelle Williams, Mary Jo Linn, Katrina Schneider, Maureen Faul, Barb Soria

Opening Prayer- Bridget Kennedy

Roll- Jen Money-Brady

September Minutes Approved

By Seconded by

President's Report- Bridget Kennedy ([see report](#))

[See goals attached.](#)

Goal 1: comprehensive goals between Principal and School Commission

Link to Pastor, Pastoral Council is clear

Question:

1. Steve-what is our mechanism for assessing whether we have met the goal?
 2. This is a proposed model, we don't want to rewrite the goals, but more of a way to bring it all together.
- Goal 2: increase overall awareness of SC by parents and teachers through a comprehensive Communication Plan

We are working to get everything on the website.

Parents should receive notice of meeting one week ahead of time.

Patrick will receive minutes the Wednesday following SC meeting, and will post the minutes by Friday following that Wednesday.

We also need to communicate with the teachers (7:30am informal breakfast with SC and teachers)

Steve and Bridget will select a few dates.

We have talked to Steve about sending emails (through Steve) on our own, so that they know we are communicating.

Steve needs to get the password for that email address.

Goal 3: improve the Archival Records of School Commission

Goal 4: Continue to work with Mr. Weber on improving the Marketing plan. SC group will meet with Mr. Weber and continue to review our previous questions about marketing.

Goal 5: SC Survey

Goal 6: Demonstrate growth from last year's survey to this year.

Principal's Report- Steve Weber (see report attached)

New families, hopefully our welcoming group will help these families feel welcome.

Open House has been moved up. We want to compete with the other area private schools.

We will target key grade levels. He discussed the specifics of the Open Houses including the layout of the program for Open House. We want them to have a connection to the school and see it beyond Kindergarten and 1st grade. Parents will be able to go into classrooms during specific times.

Headline of Parish website is Open House for St. Luke.

Steve passed out the marketing examples. A big thank you to Molly Evans for her help. Yard Signs will be placed by any parents and SC members who are willing. Michelle showed various examples of the brochures that will be used.

Mike: We can't just have a tagline for faith, we need to emphasize our academics especially for non-Catholic families.

Inside the brochure, we target those areas.

ISTEP scores at a glance will go out in the next few weeks. This “at a glance” sheet shows that we surpass the State and the Archdiocese. Direct link to the DOE to see a true graph of the comparisons. Steve talked about the comparison between Fall 2008 and Spring 2009 in ISTEP scores. Bridget asked if you can really compare Fall to Spring. No, this provides two baselines (two separate tests) for teachers to evaluate their curriculum. Steve provided various examples of improvement in different grade levels and subject areas. This data just helps us to do better.

The exit survey has been created. It will be sent out in November to the families that left St. Luke over the summer. In the past, phone calls were made, and instead we will send this survey out when a family leaves. Jim asked if we could have a point system to rate the areas. Feedback via email from SC members to Steve would be helpful.

St. Luke Emergency Plan group will meet discuss a new plan on Thursday, October 8th at 3:15pm.

Christi Garrison, 6th Grade Teacher, will chair a committee for the Math Textbook & (more importantly) Curriculum committee.

Steve wanted to discuss enrollment specifically in Kindergarten. Bridget clarified that we will only be discussing the situation with Kindergarten and St. Luke’s different options. Steve reiterated that St. Luke School Commission, Steve and Michele are committed to keeping the full and half-day programs in Kindergarten. Our enrollment has dropped, which is why we have created our Marketing Plan. We had no way of knowing that enrollment would drop last year, which is why we had to change the program differently this year. The SC Exec committee met to discuss what would keep the program and would still be fiscally responsible.

Recommendation #1: We have to have a minimum of 21 students in the half day program (13 in the AM and 8 in the PM) in order to keep the half-day program.

In order to accomplish this recommendation, we will have a Kindergarten Marketing Committee. Michelle will go to area preschools and meet with parents individually.

Request for Application Form was presented and will be handed out to any person who requests information. This form will be used as a tool to be ready for the numbers that we will have this year. Michelle said that we want people to understand the situation before they sign up for the program. This is the first time that we have done a “request for application”.

We currently do not have the baptismal records from Patrick (we typically have 90).

Parents on kindergarten marketing comm. will assist with thank you cards to people who visited open house.

Recommendation #2: In full day, we will accept 23 students maximum. If number reaches 23, full time aide provided.

Steve Berenyi asked if we have a statistic for the half-day students that stay for 1st grade the following year. Walt wanted to clarify that if we have 13 in the AM and 8 in the PM, we won’t have to discuss the kindergarten programs. We will discuss the program if we fall below a total of 21. We will market towards what we used to have.

Discussion of Kindergarten possibilities:

- Bridget addressed that we have to discuss this issue with the facts/ideas that we have now, so that we are ready for the true numbers.
- Michelle said that we don’t want to scare people off.
- Jeanine said that it would be better to put the “request for application” form in a more friendly format.

- Diane said Rank-order or fill in the blank for the choices.
- Michael said that this is just a “request for application” not a legal document. I think in the application you can have a more “firm” request. You can’t gauge interest without the cost.
- Michelle said that as we receive the “request for application” the families will receive an application.
- Kathleen said that people won’t want to fill out the application unless it has valid information.
- The SC agreed that a more simple form would be given to families first and then you have a more serious form with the application.
- The SC agreed that the tuition from last year needs to be included.
- Patrick said that the Parish should be able to provide the numbers for Baptismal Records.
- Bridget asked about past numbers in terms of mailing out applications and receiving applications. According to Steve Weber, the numbers have remained lower than we intended.
- Walt stated that we lost 15 applications last year. A lot of people were non-parishioners and cited that it was due to financial reasons.
- Steve Berenyi stated that it sounds like our market is shrinking, and our numbers needs to reflect this in our plan.
- We can say that 78% of people who apply will attend. Between 5-8% will be asked to return to Kindergarten.
- Michael offered that we can’t limit full day kindergarten. We should absorb the excess students in the full day program. We can’t turn people away.
- Michelle said that 23 is just a possible number, but we don’t have to stick to that number.
- We NEED baptismal records and census records.
- The raw number isn’t as important as what people tell us they want.
- Steve Berenyi asked if we allow our market to dictate our Kindergarten structure.
- Patrick asked that we state clearly that the programs are extremely similar.
- Kathleen asked that we use rank-order and take out the signature portion.
- Bridget stated that we need to have hard data about the numbers that come in and go out.
- Parent has the ultimate say in what they want for their child.
- We do not believe that it will be an opposite swing from last year, but we want to be able to gather as much information as possible.
- Michelle will provide an updated copy of the “request for application form”.

Committee Reports

Communications: Three goals (Communicate to Parish, School and from Parents)

Finance: Money for Parish from collections was down \$13,500 in July from last year. \$8,500 in August. We will know September numbers in 13 days. This is the first quarter numbers. We are tracking the collection numbers. We discussed the Assistant Treasurer Position. Should we make this position official? Bridget said that we need to come up with a scenario that would make this position work best. We need to have some flexibility to what we decide.

Nominations: No report.

Strategic Development: Kathleen discussed her goals.

1. Develop a mission/vision statement.
2. Develop and send out a survey to parents and analyze data.
3. Analyze curriculum (i.e. Math Textbook Adoption)

4. ??

We will table discussion of the Mission/Vision statement.

Written Reports

Pastoral Council: They are trying to figure out a marketing program that will help with our collection numbers. Doug said that the Pastoral Council is asking for people to help with the Holy Family Shelter. Bridget reiterated that this is one of the few family shelters that allows fathers to stay with their families.

Faith Formation: Nothing to report.

Buildings and Grounds: Main topic is musty smell downstairs. Working with the church with a HVAC company. We DO NOT have a mold issue just a musty smell issue.

Stewardship: Trying to support a drop-in for games and proceeds will go for the Mission Trip to Honduras.

PTO: We addressed the budget and we made a revision to the activity fee (currently at \$30/kid) and it was modified to \$40? (from \$18,000 to \$23,000). This has happened due to teacher request for grants. They are looking at how this money will be allocated. The budget looks like it will have a \$7,000 deficit this year. Spirit wear, trash bag sales, and other fundraisers are down from previous years. They will not spend any carry-over amount until 2nd semester.

SLAC: Patrick provided a report. Bingo is November 14th at the K of C. They really need people. Usually, they make \$20,000 and last year's numbers were down to \$11,000.

Open Forum

Bridget provided a reminder about the rules. This is an opportunity to speak. The item must be on the agenda. This opportunity to speak must be clear and concise. Please come to this after the meeting about the topics discussed if you need more time. If there are other items to discuss, call Bridget to discuss.

Heather Crossin: The marketing materials are great. "Request for Application" form needs to be more simple. There needs to be an option to ask for someone from the office to call the family if they have questions. If you raise full day to a higher number, it may take away from the people who have to go with half-day (in the past, people have been forced to go into half-day and actually liked it). The cost needs to be summarized for families. The multiple child discount does not apply. Parents may need more information on the form about the actual program.

Heather Garrison: Marketing materials look great. Thank you for discussing the kindergarten issue now instead of the Spring. Could you have a morning only option for half-day? Budget is made based on last year's collected balances, we are down from last year's numbers. July collections were the lowest in 5 years. Heather has compiled information from applications. She also provided two formats of information about programs in Kindergarten. She also provided marketing ideas. Parents would be willing to do anything to fill this school. Could we offer a North Deanery rate? Heather provided her own enrollment statistics from the Pastoral Council report. We need to empower the parents to go out into the community. We need three speaking points.

Michelle Williams: The order of the programs on the "Request for Application" form needs to be changed. We have lost a lot of students/families in the past year. We have lost a lot of income. We need to reach out to people. We need to emphasize service. You can't recommend the school if we aren't happy with the school. We need to target the ADD/ADHD students in the school (there is a support group with the school counselor).

Mary Jo Linn: She was told she had to have full-day kindergarten, but she made it work. Working parents need to be given priority.

Closing Prayer was offered from Bridget Kennedy.

Bridget motioned to adjourn, and Patrick seconded.

Meeting adjourned at 9:33pm.

Minutes respectfully submitted by Jen Money-Brady

APPROVED MINUTES