

Agenda - Dec 8, 2021

General Session

Opening Prayer - Fr. Ed / Fr. Ryan (if available)
Approval of minutes - 11/10/21 meeting
Principal/School Update - Principal Kendrick
SJS Marketing Update - Melissa Finn / Principal Kendrick
FSA Update - Becky Dufern
Finance Update - Chisty Horn
Athletic Update - Christy Horn
Topics from general attendees - No emails as of 12/6/21

Executive Session:

In attendance:

Jim Kestler, Abbie Gutzmer, Michelle Goreham, Chris Salituro, Christy Horn, Mike Kendrick, Cathy Avecilla, Emily Hill & Becky Dufern

Chris Salituro voted to approve last month's mtg/
Michelle Goreham seconded the motion

Principal Update:

- Covid numbers and quarantines are down
- It seems that parents feel heard from the last school council meeting
- Christmas Concerts will be open to audience members but will be much shorter: 45min.
- iReady part 2 will be happening end of Jan.
 - We will have another data point to compare and help with reevaluation of individual goals before the 3rd trimester test.
- Lot of school tours – enrollment looks to be growing.
 - Interest in Pk – through upper grades.
 - If enrollment numbers call for it, we could do a 4th classroom of kindergarten
 - After a family does a school tour, Melissa Finn and/or Kelly Busa send follow up communication
 - New integrated registration system coming that will link application, registration and smart tuition.
- Service Hours/Learning
 - Working to bring back more service to the school. Integrating it into the curriculum more and embedding into what we do as a whole school
 - Get a service committee started to focus on corporal works of mercy for each month

Tuition

- Keep Parishioner/Non Parishioner

Sponsorship

- Mike & Cathy met with Director of Development from Viator - direction is to build annual calendar of sponsorship opportunities so that businesses know what they can offer funds to
- Hopeful that we will have a full time director of development soon

Marketing Channels provided by Melissa Finn

- Social Media (FB, Instagram, Twitter)
 - Targeted advertising on social media has been working based on feedback from families inside and outside of school

- Outdoor signage (banner, yard signs)
- Indoor signage (easel, poster, flyers)
- Email (Mr. K's Weekly Update, teacher emails)
- Backpack mail
- USPS (postcards, thank you cards, invites to current and/or perspective families)
- SJS website (will be updating more with current info when new website is rolled out)
- SJ bulletin
- Daily Herald (larger events)
- AH digital sign on NWHY
- Next steps:
 - Build out calendar of sponsorship placement opportunities
 - Event logo/name placement
 - Printed material logo/name placement
 - General donation logo/name placement
 - Identify \$ goal per year
 - Differentiate between annual fund vs. sponsorship

Early Release days

- Can we change to late arrival days for 22/23 school year?
 - Yes, will look into that
 - PD have always been monthly – moved to during the school day to keep the teachers within their contractual hours.

Marketing Update:

- Cookies with Santa Recap:
 - Bands played, chorus sang, crafts & Santa
 - Est. 200 families registered
 - Over 50 non SJS families – we will follow up with those families
 - Just under 400 children registered
 - Est. 80% checked in
 - Alan Woehrl (Santa of Roselle) - Will be hiring next year
 - Successful event 👍
- Advent Recap:
 - Candle wreath on lawn
 - Advent calendars sent out the week prior to Thanksgiving to all SJS families
 - Advent presence on social media and Morning Announcements
- Website/Newsletter Update:
 - Website pushed back until after Open House – parish website will launch this week and will be a nice preview
 - Looking at Feb. launch
 - Weekly Update revisions will coincide with launch of website
- Upcoming Events:
 - Jan. 12 - K for a Day (non SJS families)
 - Jan. 13 - PreK/K Info Night
 - Jan. 30 - Open House
 - Will need lots of volunteers for tours.
 - Advertising will begin Jan. 3
 - Mar. 3 - Jr. High Step Up Night
 - New event

- Collaborating with upper grade department heads for more in-depth look at 6-8 grade curriculum and overall expectations

FSA Update:

- Working to create a seating area in the library and the Bulldog corner
- Staff collection is one – gift will go out next week
- Upcoming events:
 - Daddy/Daughter
 - Working to make sure that everyone feels welcome
 - Variety Show
 - Spiritual Bouquets
 - Want to increase participation – think about changing the name so that more people know what it is
- Mass coordination is going great – classes are practicing the day before mass
- Tax exempt issues – how can we make it easier for people making purchases to get tax exempt on all the purchases
 - Going to check with the parish controller to see if we can create a list of businesses that have our account or a digital copy of the letter.

Athletic Update:

- Conference athletic meeting – there are sportsmanship issues across many schools with both the athletes and the coaches
- Predominantly an issue with basketball
- Issues with certain schools running up the score – 25 point margin is enough
- Athletic Commissioner was clear that there will be no tolerance for unsportsmanlike conduct
- We need athletic directors for boys' volleyball, girls' softball, soccer and a district wide athletic
- Should we have a school wide philosophy for coaching?
- Paid A.D. position is Something we need – will be on the budget for next year

Sub Information:

- Pay Rate - \$100/\$50 Full day vs. Half day

Work Flow?

- How do we contact certain specialty people within the school?
- We need a chart so we know who to contact.