

St Monica Local Advisory Committee Meeting Minutes

September 13th 2018

Meeting called to order by Fr. Farrell at 5:34pm

In Attendance

Father Farrell

Father Adams

Sue Clyne

Becky Reits

Mike Willis

Ed Clifford

Lin Buck

Kevin Kavanaugh

Guests

Aimee Pienta

Kelly Homic

Megan Scarlett

Approval of Minutes from August Meeting

Sue Clyne, Mike Willis

Principal's Report (Becky Reits)

- A focus group of 25 parents has been established for members to learn more about the Catholic liberal education and to help clarify and promote what they learn to the greater school community. The 2nd meeting took place Monday September, 10th at 7pm. Very productive, insightful meeting.
- Students have a special opportunity for Adoration of the Blessed Sacrament following our All School Masses. The Blessed Sacrament is exposed in the church every Wednesday until 5:00pm. Confession is also being offered after the all for parents after All School Mass every week.
- Mrs. Shannon Scoles' liturgical choir commenced this week currently with 8 members, the students practice on Tuesdays and Thursdays following dismissal. The students are readying to debut on October 3rd during the All School Mass, celebrated by Bishop Bradley on Grandparents Day.
- Emergency Operation Report to be presented by Kevin Kavanuagh, very happy about the acceptance the grant.
- All St. Monica Staff is being trained on Wednesday September 19th from 3:30-5 on Emergency Preparation.

Presidents Report (Sue Clyne)

- **1**st CSGK meeting was held 9/7/2018, thank you to all those community members who came to learn about CSGK – your support and involvement is appreciated.
- CSGK has requested volunteers from LAC and the school community on the following committees. Committee commitments wanted by September 15th.
- Finance (Michael Willis, Linden Buck)
- Advancement (Ed Clifford)
- Marketing and Enrollment (Sue Clyne, Megan Scarlett)
- Facilities (Kevin Kavanaugh)
- Ren Web
- Food Service
- Human Resources (Aimee Pienta)

Enrollment & Retention Report (Sue Clyne)

Goals for 2018/19

- Develop enrollment and recruitment plan as well as tool to tracking growth/deficits regarding enrollment numbers
- Work in conjunction with St. Monica Parent Ambassadors to enhance the St. Monica experience
- Utilize/enhance marketing to the current school community/surrounding community to include both St. Monica and Hackett
- Current K-8 students total 254 compared to 262 for the 2017/18 school year.
- EC students total 48 compared to 42 for the 2017/18 school year.
- A total of 19 students have withdrawn from St. Monica and we have acquired 16 new students for the 2018/19 school year.
- Kristen Bethell is the new chair of the Parent Ambassadors - Thanks Kristen for your service!
- Trena Kerrins has reached out to Melissa Anderegg in regards to the school Website areas of improvement.
- Events to enhance the sense of community are underway
- 2 new members added to the group to help with enrollment and retention are George Smojver and Justin Smith
- Youth Group establishment (1st event 9/21)

Marketing Report (Sue Clyne in Steve McNeill's Absence)

● General Marketing goals

- Steve McNeill and Sue Clyne met with Becky Reits in regards to the 2018/19 marketing needs for St. Monica. The following marketing opportunities were identified and prioritized as follows;
- Website - The need to enhance the website has been discussed with Melissa Anderegg (business development at CSGK) Becky would like the website to mirror Our Lady of Lourdes website: www.ololschool.com we are awaiting feedback from CSGK
- Continued social media advertising via Facebook
- Continue with current Facebook posts -effective
- Ad advertising through Facebook (cheap, easy, and we can market to specific demographics)
- Magnetic stickers for cars - cheap and effective way to advertise and create a sense of community (designs are ready to shown to students for possible voting?)
- Brag Book / Welcome Packet - need to update our current copy
- Google search ads/reviews - to be investigate further once website is adjusted and a better representation of our school community
- Billboards - keep simple (i.e. picture of Katie with the rosary)
- Postcards - Can target a specific location
- Build /Strengthen relationship between St. Monica School and Parish

Booster Report (Presented by Sue Clyne)

- Trena Kerrins (President) will be meeting with Kelly Homic (Treasurer) to establish the yearly school budget 9/20/2018
- Fundraising opportunities for 2018/19 school year
- Kalamazoo Candle Company November 5-16th
- Trivia Night (?)
- Funding of Teacher Grants (Mrs. Inwood and Mrs. Mandeville)
- Recently completed projects/future projects funded by Boosters:
 - Front and Back entrances (paint, plaid border, and logo)
 - Painting of the gym and renovations of the gym locker rooms
 - Painting of the cafeteria (to be completed over Christmas break)

- Gifting to Fr Farrell for tuition assistance for students in need (\$5000)
- Provided each teacher with a \$50 gift card at the start of the school year

Finance Report

Goals

- Monitor/Report on School Budget, in addition to Boosters Budget.
- Look at banking advantages, interest rate earning, etc.
- Will attend CSGK Finance meeting monthly (including one on Sept. 21st)
- Develop a process to work seamlessly with Boosters for financial management.

Strategic Long Term Vision Team (Ed Clifford)

60- 90 days

- Finalize Team Roster
- Create cadence of Meetings
- Establish Goals, including a written strategy with Mission, Values and actions that support the greater mission of the School and the church per the by laws. This will be a work in progress, updated and reviewed on a quarterly basis.

Completed thus far: Assignment received in August 2018. First Meeting scheduled for Sept. 13, 2018 post the LAC meeting.

Building/Grounds (Kevin Kavanaugh)

- Competitive School Safety Grant APPROVED for \$20,000
- Following safety improvements will be installed below.
- Blue Prints of school will be formatted into digital format in case of an emergency, responders will easily be able to navigate St. Monica.
- Exterior doors upgraded, including adding an electronic lock. New Cameras installed at Front Lobby.
- Glass on the outside of the classrooms will be sealed in a 3M Bullet Proof Coating, which will be very hard to tamper in case of an intruder.

Meeting Adjourned at 6:40

