

St. Luke the Evangelist School Board Meeting Minutes February 27th, 2018

Call to Order

The regular meeting of the School Board was called to order following prayer at 6:35 p.m. at St Luke the Evangelist Catholic Church by Vice President Amy Thompson.

Members present: Amy Thompson, Anna Schaffer, Kelly Royal, Scott Ciochetto, Katherine Rafferty

Members absent: Licia Pettit, Shawn Althaus

Staff present: Father Larry Hoffmann, Father Adam Westphal, Principal Tonya Eaton

Visitors present: Susan Grebasch, Morgan Krapfl

Approval of Minutes from Prior Meeting

Minutes approved prior to meeting via email.

Approval of Agenda

Agenda approved.

Open Forum

Miss Morgan Krapfl, 1st grade teacher gave a short presentation on what has been going on in 1st grade this trimester. The class studied four different countries and created Google Slides presentations on them. In science, the class is doing STEM activities including created a better quality play dough. Each student is studying a different animal and is writing a non-fiction book about them to present to the class. After this unit, the class will be surprised with a field trip to the zoo.

Reports

Principal

Report submitted by Tonya Eaton.

Discussion: Mrs. Eaton received an email from ISU regarding a classroom management system modeled on the Boystown theory. This involves teacher training and follow-up. She will see if any of our teachers are interested in participating. We have the option of receiving a donated pretzel cart. The purpose is to allow students to learn about making pretzels and then developing a business plan for selling them at parish functions. Amy Thompson offered to head up this endeavor. 5th grade track is starting soon. The 5th graders are going to Junior Achievement Biztown this week to participate in a real-world model focused on economics. The students have prepared resumes, interviewed and trained for a 'job' as well as created a fictional checking account.

Finance

Report submitted.

Discussion: No Discussion

Marketing

Report submitted by Kelly Royal.

Discussion: None

Policy

No report submitted.

Discussion: None.

Family School Association

Report submitted.

Discussion: None.

Phase II Building Committee

No Report submitted.

Discussion: None.

Discussion Items

School Security

After the shooting in Florida, all school safety plans were reviewed and the staff met to discuss. Different scenarios were rehearsed with the teachers and staff and in-depth discussions were held to analyze strengths and weaknesses in our plan. Lt. Brian from the Ankeny PD is returning to review our procedures and offer advice. The school will hold a lockdown drill this week and parents will be notified. There is a protocol in place for identifying and assisting students with mental health needs.

Grant

The Catholic elementary schools in Polk County are each receiving large grants to help develop programs that support 21st Century learning in our schools. School administration, teachers, and the School Improvement Advisory Committee will determine how to use these funds to develop and grow programs and opportunities at St. Luke's School.

Budget

The current budget shortfall was discussed. Various plans and solutions are being examined. The school is not asking for a disproportionate subsidy from the parish, but the parish is struggling with an all-around tithing issue as tithing has not kept pace with increasing parish registrations. The current subsidy being requested for out-of-parish students is insufficient in relation to the total cost of educating a student. Father Adam is working with our sister parishes to address the disparity. The parish Finance Council has given Mrs. Eaton a vote of confidence to go ahead and offer contracts to our teachers and new hires for the 2018-2019 school year.

Upper Grades

The committee dedicated to developing plans for our upper grades has met and Mrs. Eaton has created a power point to present to the parents of 4th and 5th graders during a meeting next week. She will show the power point and answer any questions.

Executive Session

The board entered an Executive Session at 8:05pm and exited Executive Session at 9:10pm.

Next Meeting

Next regular meeting will be held March 27th at 6:30pm.

Adjournment

After prayer, the meeting was adjourned.

Minutes submitted by: Margery Pierce

Committee Reports

MARKETING

Marketing Committee Meeting 2-8-18

Recap from last month:

- Door hang campaign completed. Fr. Adam felt this was successful with an increase in tours and conversations about St. Luke's.
- Student-led mass held Feb 4th. Great attendance (360-ish). Paired with Knight's Breakfast seems to create a win-win.
- Paid-print advertisements in Catholic Mirror and Ankeny Living. 6-months Ankeny Living advertisements purchased - \$1700. Feb 22nd is deadline for next ad.

Marketing Ideas to keep St. Luke's Name out in the community:

1. Facebook Live! Campaign

- Need to plan when we do it, advertise it, have a set of questions ahead of time, plant people to ask questions if no one shows up.
- Need a lead to organize this.

2. Radio campaigns

- Committee would like to explore these, keeping our name out there.

3. Get brochures into New-to-Ankeny family packet (Ankeny Living? Tracy will ask her Ankeny Living contact)

4. Realtors - see if they are willing to mention our school, and if someone registers, give them free advertising in bulletin.

- Need to explore this idea. Possible idea to start with Beth Troyer and Brian Schwartz.
- Kelly to follow-up on this and report back to group at next meeting.

Current Recruitment Activities:

1. Playground for Kids event

- Committee would rather do something at the church in the spring like a fun night to off-set the fall open house.
- Target late March.

2. Facebook Heart String Campaign

- In the hallway, there is a lot of great content. Committee will take pictures and create some FB posts.
- Valentine's Party posts.
- Ash Wednesday posts.

3. Videos (Vicki)

- Looking for children of "why St. Luke's"?
- Mrs. Kenkel playing the school song
- At mass, the children singing the school song.

Action Items:

Nicol: Go through the DropBox and pull out pictures we won't ever use. Will ask Mike if he can add metadata to website. Search engine optimization "google" search.

Kelly: Website - letter from Fr. Adam for web site. Letter from Tonya (or monthly newsletter). Add additional pictures at top of home site.

Margery: create an FAQ for the website.

Chrissy: We need to fill out information on GreatSchools.org. It has to come from an email address from the school. Chrissy to try to register and get information up there.

Tracy: Follow-up on free polo promotion included in the door hangs. Who qualifies for them?

Other: The Marketing Committee would like to recruit some new members to help spread-out the workload and help to generate new ideas and angles. Next Scheduled Meeting: March 1st.

FSA

Similar to Tonya's report, they shared the break-out of how they will generally use their funds from the main fundraisers.

- Save the Date for the 7th annual Bike Walk Run, May 20th.
- Lenten Supper planned for school families this Friday, Mar 2nd, 6-7:30pm in the gym.
- They launched a marketing plan to encourage school families to attend the local fish fries, and encouraged families to wear their St. Luke's spirit wear and have the kids wear their uniforms.
- They shared some frustration as I shared our brainstormed ideas from the Finance/Budget meeting we had prior to Scott and Tonya presenting the proposed budget to the Finance Committee, specifically as it relates to a thought about utilizing fundraised dollars for budget short-fall.

FINANCE

Tonya and I attended the last school board meeting. They do not have approval authority over our budget but do have significant influence since they can either approve or reject the amount of money they agree to allocate for our budget. They did feel that we need to increase the marketing budget since it is the biggest driver we have to increase enrollment and thus decrease the cost/student.

In the end they did not vote on how much they will give us, but they did say that it seems like we are "in-line" with how they are planning to support us. Tonya was given an unofficial go-ahead to start offering contracts for next year.

Tonya/Fr. Adam/Fr. Larry, they also asked us to decrease one line item. Do either of you remember which line item it was? I can't find my note on it.

POLICY

There is no update on Policy. I have worked with Jason Hatch in regards to the smoking policy. I am waiting on a follow up from Parish Council. We do currently have a policy in place as it reads on our rental agreement that we are a no smoking campus. I have sent this information to Parish council and waiting on a response.

For future meetings I have worked on grievance process and proposal of an admissions interview/assessment. My goal for the interview or assessment is to ensure we are able to handle the needs of a student and also set down one on one with parents and invite them into our school stating the needs and expectations from them. Just as entering a new job how you are on boarded is so important. We need to ensure we are welcoming and setting expectations early on. I believe we could look at April or May for these topics. I will work with Katherine and hopefully we can send out in March for all to read in their own time and offer discussion the following meeting.