

Saint Columbkille School Advisory Council

Meeting Agenda

March 2, 2017

7:00 p.m.

School Library

Meeting Called to Order: 7:05

Members Present: Kristi Priesman, President; Barb Muellner, Vice President; Carrie George, Secretary; Fr. Dave Reeson, Therrel Brown, Mindy Pelton, Mr. Jim Makey, Principal; Mrs. Brandi Redburn, Assistant Principal

Excused: Jared Hollinger, Mike Campie

Guests: Kelli Krause, HSA Vice President

Opening Prayer – Jared

New Business (25 minutes)

- Policy Review: 5060 and technology processes (10 minutes)
 - Reviewed
 - Voted and accepted unanimously

- Parent Survey
 - Update
 - 220 completed

- Strategic Planning Report MARKETING (10 minute)
 - Update Mindy
 - Many goals met
 - Continue to meet

- Advertise for new members for the 2017-2018 school year (5 minutes)
 - Three new members

Recurring Business (60 minutes)

- Goal 1: Service Hours (15 minutes)
 - Update Jared, Mindy, Brandi, and Wendy
 - Updated and shared
 - SAC would like clarification on decision making process regarding the various councils in the parish

- Goal 2: School Communication (15 minutes)
 - Increase communication about ways in which to complete service hours
 - Dividing up the various service hour opportunities
 - Recording Form to be sent home in March with clarifications on how to record hours

- Enrichment
 - Continued discussion (10 minutes)
 - TABLED to next meeting in April
- Leadership (please email out report at least 24 hours prior to meeting) (20 minutes)
 - Pastor (No report at this time.)
 - Principal (See report below.)
 - HAS
 - Just had meeting on Feb. 28
 - April 9th Dodge Ball
 - March 22nd Godfather's Night
 - April 28th Movie Night (Wreck It Ralph)
 - Flower Sale pick up on May 14th, order forms to be out soon
 - ReRuns R Fun Volunteers needed
 - Other

Closing Prayer - Barb

St. Columbkille 101: Jared (March 5)- Need a sub if you can

Reminders for April: SP Finance report (Wendy); St. C 101: April 7 (Wendy); Advertise for new members

Strategic Plan Update 2016-2017

Marketing/Development/Enrollment

Mindy Pelton, Deacon David Krueger, Erin Bass, Jennifer Patten-Benson, Elizabeth Kroll

Initial Goal 2015-2016

- I. Create Job description which includes Marketing and Development Responsibilities

Progress-Complete

The Parish Stewardship Director's job description was rewritten by Administration with involvement from pastor assigning duties to perform specific Marketing and Development responsibilities for the school.

Initial Goal 2015-2016

- II. Create a Marketing and Development Committee

Progress- Complete

The 2016-2017 Marketing and Development Committee consists of The Parish Stewardship Director, Mindy Pelton, SAC Chair, Deacon David Krueger, Erin Bass, Jennifer Patten-Benson, Elizabeth Kroll

Initial Goal 2015-2016

- III. Increase total school enrollment to 540

Progress-Ongoing

Initial Goal 2015-2016

- IV. Implement a Transfer Tuition Grant Program

Progress- Cancelled

Administration offered limited exceptions to parish membership requirement for school enrollment to full-tuition paying families.

Subsequent Goals

- I. School Branding

- A. Creation of school's first brochure and pictorial folder with inserts detailing four school pillars:
 1. Scholars
 2. Saints
 3. Leaders
 4. Servants (Completed)
- B. Promote School with Indoor/Outdoor Signage
 1. Indoor school entryway sign with logo, mission statement, four pillars, Robert McCormick Legacy Giving (Entryway sign in progress)
 2. Pole signs in parking lots
 3. Sign in gym entrance
- C. Create a public relations display (upright boards for table)

- II. Suggestions to Improve school website St. Columbkille.org
 - A. Analyze website traffic from WebHornet
 - B. Suggest reorganization of information
 - C. Include video testimonials from administration, staff, parents, students
 - D. Feature Alumni Pages
 - E. Post a donation page to follow HSA Fall Fundraiser-(Initiated, awaiting post to website)

III. Strategies to increase school enrollment

- A. Increase school awareness among non-school family parishioners and in the local community
 - 1. Provide Information about St. Columbkille Catholic School and Invite parishioners and community to visit
 - a. St. Columbkille 101
 - b. parish fall festival
 - c. annual open house
 - d. fish fry
 - e. parish bulletin
 - f. in parish Narthex
 - 2. Post specific student openings by grade in the parish bulletin, parish digital sign on 84th Street
 - 3. Promote school to local community by posting school happenings
 - a. Catholic Voice
 - b. Archdiocese of Omaha E-News Events, Twitter
 - c. Omaha World Herald- goodnews@owh.com
 - d. Mayor Black made proclamation Declaring Catholic School's Week
 - 4. Welcome ALL families to parish events/multigenerational relationships
- B. Build community among school families to retain current students
 - * Community differentiates our school
 - 1. Engage school families through social media #GrowAtStC, @StC_Catholic, FB, ArchOmaha
 - 2. Promote school happenings/announcements by student video when possible
 - a. Circulated video collage of schoolwide bulletin board of hearts in gym during Catholic School's Week and Art Reach video of second graders coloring Mary Icons.
 - 3. Catholic Schools Film Festival DURING Catholic School's Week Production Company met with students to teach film making resulting in two 7th grade submissions on topic: *How does St. Columbkille Catholic School help you grow in spirit, mind and body as a disciple of Christ?*
- C. Build relationships with families from baptism to help children see themselves at St. Columbkille in the future.
 - 1. Send student created and hand signed cards at first baptism anniversary and fourth birthday

IV. Develop Support

- A. Engage Alumni
 - 1. Develop Alumni Association
 - 2. Create alumni committee to develop alumni database
 - 3. Sessions with Fr. Dave

- B. Encourage alumni support of school and parish
 - 1. Robert McCormick- Legacy Giving
- C. Build relationships with businesses, community, and public schools. Identify businesses who will invest time and talent.

**School Advisory Council
Principals' Report
March 2, 2017**

1. Mission, Vision, Belief Statement Review/Revision Process (March 14th).
 - Meeting to be held March 14 at 3:30
 - Please let Mr. Makey know if of any SAC members who would like to be involved in this process.
2. Roundup numbers.
 - Kindergarten round up is at 74 students
3. Update on teachers leaving.
 - Mrs. Reeder, 3rd Grade
 - Mr. Nardini, 5th Grade
 - Mr. Marks, Counselor
 - Mrs. Olson, has asked to move to 3rd Grade, so there is a Kindergarten position
4. Some thoughts on Enrichment. Can be shared during that discussion.
 - Tabled until next meeting in April
5. Discussion of Pastoral Council reps meeting with SAC reps on service hours. Can be shared during that discussion.
 - Discussed during service hour above
6. Budget meetings are coming up. Any thoughts or ideas?
 - Strategies to fund Enrichment