

St. Luke the Evangelist School Board Meeting Minutes

November 28, 2017

Call to Order

The regular meeting of the School Board was called to order following prayer at 6:37 p.m. at St Luke the Evangelist Catholic Church by President Licia Pettit.

Members present: Licia Pettit, Amy Thompson, Anna Schaffer, Kelly Royal, Scott Ciochetto

Members absent: Shawn Althaus, Katherine Rafferty

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

Visitors present: None

Approval of Minutes from Prior Meeting

Minutes approved prior to meeting via email.

Approval of Agenda

Agenda approved.

Reports

Principal

Report submitted by Tonya Eaton.

Discussion: Current enrollment is 120 students. Our budget was for 125 students. We have a new student starting next week and another after the Christmas break. Early kindergarten registration began yesterday and we have 12 who have submitted registration forms so far.

Finance

No report submitted.

Discussion: None

Marketing

Report submitted by Kelly.

Discussion: None

Policy

No report submitted.

Discussion: We need to add a vaping policy to our handbook. Apparently student and adults using electronic cigarettes on school property has been an issue at other schools, so we need a policy in place.

Family School Association

Report submitted by Anna Schaffer

Discussion: None

Phase II Building Committee

Report submitted by Licia Pettit

Discussion: The capital campaign consultant has been hired and the feasibility study is being done. Scott and Tonya are open to being on the Building Committee that will soon replace the Strategic Planning Committee.

Discussion Items

Teacher Bonuses

We hope to facilitate bonuses for our teachers at Christmas to show the school's appreciation. This will include staff as well. Anna will inquire if FSA can fund the bonuses and Father Adam will ask if Finance Council will match the amount.

Marketing

The early kindergarten registration is being publicized across a variety of platforms. The early registration with a discounted registration fee will last until the end of December. Families will be notified by early February if their child has a place in a class or is on a waitlist. After that time, a tiered admissions policy will go into effect. Amy will make sure the admissions policy on the website is the most current.

Middle School Planning

We are excited to begin to explore ideas about our first middle school year next year. A small, directed group will be meeting on 12/13 to discuss space, staff and marketing points for our middle school as well as preparing a presentation. A meeting for our 4th and 5th grade parents will be held on 1/24 to view the presentation and ask any questions. The board discussed how our St. Luke's Middle School will look and feel. We hope to offer our middle school students an individualized, quality education coupled with a higher level of religious instruction and faith formation plus a small number of quality extra-curricular activities.

Principal

A motion to extend a contract to Principal Tonya Eaton for the 2018-2019 school year was seconded by Amy and all approved.

Tuition

Kelly moved and Anna seconded a motion to increase student tuition by 3% for the 2018-2019 school year. All approved.

Executive Session

At 7:50pm the Board went into a closed, executive session which ended at 9:22pm.

Next Meeting

Next regular meeting will be held December 19th at 6pm.

Adjournment

After prayer, the meeting was adjourned at 9:30 p.m.

Minutes submitted by: Margery Pierce

Committee Reports

MARKETING

Marketing Committee Meeting Agenda & Notes

November 13, 2017, 6:30 pm, St. Luke's Media Center

Members Present: Nicol Jones, Vicki Gilloley, Margery Pierce, Tracy Deutmeyer, Kelly Royal

Guests: Fr. Adam, Licia Pettit

Meeting Goal: Establish a strategy and plan for social media moving forward that includes video development. Discuss web site and determine next steps and a possible marketing committee "lead" to work with Tonya and Mike Gatzke.

1. Debrief of School-led Mass

- Change sign-up genius to break-out hospitality by grade to have a better mix of younger and older kids.
- Let families know that if you can't attend the practice time, please don't sign-up.
- Daylight savings time increased mass numbers, so consider doing this again on that same weekend in November.
- Coordinate next (any possibly all?) student-led mass with Knights of Columbus breakfast (Feb 4th) and book fair. Work with Ms. Svenson to see if this is possible. Knights of Columbus have scheduled a hot breakfast on the first Sunday of each quarter, (Nov, Feb, May, Aug).

2. Debrief of Open House

- Ownership. This is a shared responsibility between FSA and the Marketing Committee. We created a playlist of all tasks and costs to be used for next time.
- Overall, attendance was great! We had 17 families attend and sign in. Of that group, here's the break-out of how they heard about it:
 - 24% Mailer
 - 18% OLLL
 - 14% online (Facebook or website)
 - 10% parishioners of St. Luke's
 - 29% Other, (includes friend noted, parents of current students and nothing noted)
- To reduce cost next year, committee will reduce number of flyers to not include RE students.
- OLLL Meet & Greet was also successful and Fr. Adam and Tonya (along with current parents) meet with 5 families. We should get this on the calendar in advance next Fall as well.
- Can we set a date for next fall? Talked to Tonya who is looking to set the schedule for next year and will include this. The proposed January open house is on hold.
- It would be great to have another flyer of information to include Tuition costs, Before and After school care costs and extracurricular activities, as these were commonly asked questions.

2. Social Media

Branding

- Consistency across all platforms - use of consistent handles, and names for St. Luke's Catholic Church and School are important. This will help establish our brand within the Catholic and general surrounding communities.

Platforms (we didn't get into much discussion over this — can be tabled until a later time. We will plan our social media campaign to be launched over Facebook, Twitter and our web site for now)

- School Facebook page
- Twitter Account - Would there be any teachers willing to post to a Twitter acct?
- Are there other platforms that we should explore? SnapChat? Instagram?

Additional ways to tell our story or campaign ideas?

- We brainstormed a campaign we will call "The Heartstring Campaign" to launch in December. We agreed that we would like to develop a social media calendar scheduled out ahead of time before posting randomly. This would be mixed in with the posts Margery already does to give insight to the happenings of St. Luke's. Everything we post and push out on social media will fall into one of four categories below. (Whiteboard discussion)
 - We brainstormed a story campaign based on the Marketing 1, 3, 2 Rule.
 1. Christ in daily life - Easy and we can kick-off with the timing. Merry Christmas/Happy Easter - celebrating holidays. RE
 2. Investment - CTO, Transportation, Investment into child's future (public/private split fam)
 3. Family/team - (video from Gala, already done), Uniforms, Know's everyone's names
 4. Education - intimate, Test scores, extra-curricular, guarantee of associates (low teacher to student ratio), STEM - blended, Field trips that blend with classroom lessons, Iowa core curriculum
- We prioritized the brainstorm above to first focus on #1 Christ in daily life and #4 Education. We will develop videos, posts and messaging around this. Additional brainstormed ideas: Faith, Community (unified), Family/Team, Intimate Educational Experience. Common Core - teachers teaching parents so parents can help kids with homework and learning at home.

Heartstring Campaign Content:

- Overall short video (testimonial)
- Sub-piece like FB post, time out for month
- #gratefulforStLukes in December — short video clips of parents/students saying what they like best about St. Luke's. Or mixed with pictures. This might help engage more parents.
- "Get to know" series — with teachers, Fr. Adam, Mrs. Eaton
- Testimonies of why we chose St. Luke's
 - 5th grade Dick Johnson working with Lucas
 - Teachers knowing all of the kids names (Family)
 - STEM - Blended with curriculum
 - Interviewing parents where one went to public school and the other went to Catholic school.
 - Teaching the whole child (character, spiritual, talented & gifted)

- Tag-line ideas: Why St. Luke's? - It's a St. Luke's thing.... - This is St. Luke's. - That's My St. Luke's.

ACTION ITEM: How do we break-out this work? Do we need to get Chrissy E. administrator access for the School FB page? We need to further meet to discuss content. Amy Thompson has a Go-Pro we can use with better video quality. Fr. Adam has enthusiasm and expertise with video development.

3. Video Campaign (we didn't talk specifically about this except that any videos we create and release should fall under the Heartstring Campaign, specifically the story campaigns 1 & 4 for now.

- Brainstorm Story Board Ideas - we want to keep this positive and focus on what makes us different without specifically calling out our competition. Most Story Board ideas can be modified to this angle.
- Posting Platform - previous meeting we discussed YouTube non-profit seems the way to go. Fr. Adam uses an Adobe program that we can use for church & school.
- Discussed at a previous meeting, we want to ensure ability to review metrics. Touch base with Jenifer about having access to statistics once video campaign is launched.

4. How do we want to move forward with the web site?

- Nicol is going to email teachers to get the bios to update the web site. She will edit.
- Our committee will help keep the content of the web site up to date.

Side discussion about the Marketing Committee's Mission and Vision — we are tasked with bringing new students to the school. We may work along side other groups such as our work with FSA on the Open House. Our committee should understand the direction of the church & school. We are not tasked and do not have ownership over retention, social activities for school or parents no marketing of the parish. All work we do should lead back to the goal set by Mrs. Eaton for 2017-2018 which is 40 incoming kindergarten students and 10 new students in the upper grades.

Next scheduled meeting: December 7, 2017

BUILDING

Building Committee update:

Not much to report for our Building Committee. As you know, the video explaining the proposed expansions has been made accessible to all parishioners. The Strategic Planning Committee that I meet with has not met lately. We will dissolve soon and a new committee will emerge called something different. It's job will be to work with the builders and architects as the building actually gets underway. Any of you are welcome to sit on that committee. I'm thinking of being on that committee too.

FAMILY SCHOOL ASSOCIATION

FSA Meeting

11/6/17

6:30pm

Below are the main topics discussed during the meeting:

- **"Teachers Helpers"** - It was determined that it would be best for each teacher to reach out to their parents if help is needed making copies, cutting, etc, rather than going through Tonya.
- **Bereavement Parameters** - Maureen Edsen is the "Family Coordinator" and provides gifts to St. Luke's families who have lost someone or had a new baby. We discussed how we can obtain knowledge of these events and how wide the circle should extend within the family to present a gift versus solely adding to the prayer chain.
- **School Board Update** - Kelly and I vaguely discussed the Phase II updates as the videos had not yet been released at this time. The main concerns voiced seemed to be:
 - Enough classrooms in the next few years (Video answers this - I don't think people were aware that the mobile classrooms provide four rooms versus two)
 - Middle School opportunities, such as athletics, multiple classrooms for different subjects, mobile classrooms not appealing, etc
 - Number of sections for Kindergarten next year - prospective parents need to know about wait list potential, jockeying of teachers if only one section, people not knowing our school is here (Kelly provided updates from Marketing)
- **Comprehensive Calendar** - FSA working on compiling calendar with all fundraising events