

# **St. Luke the Evangelist School Board Meeting Minutes**

## **March 27<sup>th</sup>, 2018**

### **Call to Order**

The regular meeting of the School Board was called to order following prayer at 6:32 p.m. at St Luke the Evangelist Catholic Church by President Licia Pettit.

Members present: Amy Thompson, Anna Schaffer, Kelly Royal, Scott Ciochetto, Katherine Rafferty, Licia Pettit and Shawn Althaus

Members absent: None

Staff present: Father Adam Westphal, Principal Tonya Eaton

Visitors present: Susan Grebasch, Maggie Dewitte

### **Approval of Minutes from Prior Meeting**

Minutes approved prior to meeting via email.

### **Approval of Agenda**

Alterations to the agenda were made including adding an executive session, removing the teacher presentation and adding time for a discussion on the marketing components of the admin position.

### **Open Forum**

Maggie Dewitte, Director of Iowans for Life, gave a presentation on a Catholic school curriculum to educate students on life and dignity issues. The curriculum is being introduced to various parishes around the diocese and can be used in schools or religious education programs. It was implemented at St Francis of Assisi School and the Basilica of St John's RE program last year. It is being considered at multiple Catholic schools this year. The curriculum is called Whole Life and seeks to fight the "throwaway culture" that sees human beings as commodities. The lessons would supplement current faith formation classes and are based in scripture, Church Catechism and the Theology of the Body teachings. A student is taught that their worth is derived from being made in God's image and not due to any particular abilities or physical appearance. All lessons include these components: the inherent dignity of the person, the ideal of justice and caring for all people in the world, purity and family life. In the older grades marriage, abortion and euthanasia are discussed. The lesson plans are age appropriate for each grade level and are designed to promote discussion while teaching the minds and changing the hearts of students toward the Church's teachings on these matters. Mrs. Dewitte left sample lesson plans for the board to review.

### **Reports**

#### **Principal**

Report submitted by Tonya Eaton.

Discussion: The book/technology fee is being raised next school year. Licia will draft a letter to be sent to parents notifying them of the change. Tonya will discuss with Jenifer Mulcahy how the fee can be paid in increments like tuition. The first St Luke's athletic team (5<sup>th</sup> grade track) has begun practices. 142 students are registered for the 2018-2019 school year.

## **Finance**

Report submitted by Scott Ciochetto

Discussion: At the Capital Campaign Steering Committee meeting, members of the tri-council (parish, finance and school board) were asked to commit to their pledges by May 13<sup>th</sup> to get the parish off to a strong start. The school is asking for \$10,000 from FSA for next school year and the finance council approved the parish subsidy as requested. A job posting for an administrative assistance for the school has been publicized. As our budget did not originally provide for this position, the budget will need to be revisited in April.

## **Marketing**

Report submitted by Kelly Royal.

Discussion: The new administrative assistant will be able to serve as a point person for the marketing committee and help with marketing duties. Members of the Marketing Committee gave suggestions to Father Adam on pertinent questions to ask prospective hires. The name "Parish Growth Coordinator" was suggested as it seemed to encompass the position's requirements better.

## **Policy**

No report submitted.

Discussion: The School Board page on the website needs to be updated. Amy will work on this.

## **Family School Association**

Report submitted.

Discussion: None.

## **Phase II Building Committee**

No Report submitted.

Discussion: None.

## Discussion Items

### **School Calendar**

Tonya distributed the proposed yearly calendar for the 2018-2019 school year. The first day of school for students will be August 23<sup>rd</sup>. The board approved the calendar.

### **New School Board Members**

To help new board members acclimate to the position, the idea was proposed to allow prospective members to shadow current members for a number of meetings prior to assuming their posts. This would allow them to observe and participate in board discussions prior to voting. A strategic, yearly plan for each school year would also help new and current members to plan long term for school needs.

### **Graduate Profile**

Katherine and Kelly will work together to draft a St Luke's School Graduate Profile. They will ask teachers for their input as well.

### **Religious Benchmarks**

The diocese has benchmarks for all students in the school faith formation classes. Anna suggested these materials be included in the parent packets given to new families to inform them of what their children will be learning.

## **Executive Session**

The board entered an Executive Session at 8:58pm and exited Executive Session at 9:36pm.

## **Next Meeting**

Next regular meeting will be held April 24th at 6:30pm.

## **Adjournment**

After prayer, the meeting was adjourned.

Minutes submitted by: Margery Pierce

## *Committee Reports*

### **MARKETING**

Marketing Committee Report for School Board, February Accomplishments

1. [greatschools.org](http://greatschools.org) - Chrissy now has access and will start to update content.
2. Margery created FAQ - to be added to website.
3. Dropbox - Development of social media database. This database of photos is intended to be used for social media posts and marketing purposes.
4. Videos - Vicki filmed with Brandy & Dave on Feb 23 and are currently creating a video we can use for social media.
5. Transfer of Marketing Committee Chair position from Chrissy to Vicki. Vicki will take-over as chair at the next meeting, planned for Thurs, April 5th.
6. Next student-led mass scheduled and confirmed for April 22nd.
7. Set-up a table at the OLIH fish fry on March 23rd to promote school and conversation about school.
  1. There has been a fish fry grass roots effort to encourage school families to attend local fish fries and also have kids & family wear St. Luke's spirit wear and uniforms.
8. Sponsorships secured with Ankeny Chamber of Commerce to promote St. Luke's school
  - Ankeny SummerFest: Video Screen Commercial \$600
  - Ankeny Young Professionals (AYP) Summer Bash (June 23) - Silver Sponsor (300 families in the past) \$150
  - Better understanding of Ankeny Chamber of Commerce benefits. Need to develop a strategy for utilizing some of the benefits of being a member.

#### Current marketing committee actions

1. Looking to add key words to the metadata. Also rewriting text on major pages of website to include "Des Moines area". We have a new marketing committee member giving feedback on website usability. Also looking to increase data found on [greatschools.org](http://greatschools.org).
2. Look into free SCO options. Having our ad appear in common sites used by our target audience ([signupgenius.com](http://signupgenius.com), [amazon.com](http://amazon.com), [target.com](http://target.com) etc) .

Items for a future meeting/discussion:

1. How can we be a Blue Ribbon school?
  2. Competitive search of web sites.
  3. Year-long calendar development. Include yard sign campaign for new families and incoming Kindergarteners. Also include student-led mass dates, outlined in advance so we can publish these on our website and promote them.
  4. Student-led mass planned for July 8th as part of Fr. Larry's retirement party.
- Strategize for presence at Ankeny Summerfest Parade

### **FAMILY SCHOOL ASSOCIATION**

Good morning,

Please see below recap from the 3/5 FSA Meeting:

- FSA is working on printing out the Treasurer's report each month so that all have visibility
  - Still working on final Gala numbers - thought net was around \$39K
  - Box Tops earned \$600
  - Chipotle Restaurant Night earned \$273
- Jayna Beal was elected as the new Secretary
- Upcoming Events
  - Spring Music/Art Festival (May 3) - 4th grade class providing refreshments
  - Teacher Appreciation Week (May 6-12) - 1st grade class organizing
  - Bike Walk Run (May 20) - Information has now gone out/Registration is open
    - Goal is \$20K
- Restaurant Coordinator - Position still needs to be filled.
  - Main responsibilities include making phone calls to arrange where/when and coordinating with the office and Marketing to promote
- Need to address issue of FSA Minutes not being posted on website.
  - Currently missing Nov '17-Jan '18 and Mar '18
- 1st grade teacher Ms. Krapfl gave a presentation on "Breakout EDU" (similar to "Escape Rooms") and requested funds to purchase for the classrooms.
  - Homemade kits would cost ~\$75 (need 5 for one room)
  - Access fee for Breakout EDU website is \$60/year
  - Total of ~\$435 for one classroom - could rotate between rooms

### **FINANCE**

On Monday, March 19th those of us who were available met to discuss the budget prior to Thursday's finance council meeting. That evening I emailed everyone the latest budget.

Thursday Tonya attended the finance council meeting and from what I hear (from one of the finance council members) everything went well. The main concern is enrollment (target 154+) and they are comfortable with the \$145,000 parish contribution to the budget.

I will not have access to the actual budget sheet until I leave work, but all of you should have the latest version in the second email I sent on the 19th.

### **POLICY**

No report submitted.