

Christ the King

School Board Meeting

October 3, 2017 – 5:45 PM Parish Center

Minutes

Attendees

<input checked="" type="checkbox"/> Fr. Joe Ring	<input checked="" type="checkbox"/> Pam Fahey	<input checked="" type="checkbox"/> Tony Cerveny	<input checked="" type="checkbox"/> Chris Butler
<input checked="" type="checkbox"/> Leah Hardy	<input type="checkbox"/> Trisha Perks	<input type="checkbox"/> Rod Hollenstine	<input type="checkbox"/> Becca Loschen
<input type="checkbox"/> Pat Hemmer	<input checked="" type="checkbox"/> Michelle Smith	<input type="checkbox"/> Paul Hartman	

- I. Call to order at
  - a. Opening Prayer- Fr. Joe
  - b. Approval of Minutes – Motion to approve by Leah and second by Chris for approval of the September Meeting minutes
  
- II. Old Business – Long Range Plan – We will meet in the Parish Center Library at 5:45 on Tuesday, October 10<sup>th</sup> for those that can attend.
  
- III. New Business – PTO Report from Kristy Wheeler: PTO had their "kick-off" event followed by their first meeting on August 28th. We had 23 parents and teachers in attendance. We were happy to see a lot of new faces. At our second meeting, on September 25th, we had 16 parents and teachers in attendance. Pam asked the teachers to sign up to attend our meetings this year as a request from last year's PTO. So far, the teachers' participation has been very valuable and MUCH appreciated!

Patrick Kelleher and Sergio Jimenez have been working with Tracey Gathard, Amy Madonia and Jessica Davis to be ready for Grandparents' Tea. Oktoberfest is fast approaching (October 14th). We will have the Blair House Band performing from 530-900. Given the "following" the band brings, the Men's Club, opted not to do the food this year. So, we will be having 2 food trucks: McCormick's and Azteca. We will be charging a \$5-dollar entry fee for adults to help cover the cost of the band. Drinks will be served for a donation. We will have Trunk or Treat, Children's Games, the video game truck, potentially, horse rides for kids. Our next big event is Trivia Night. It will be on November 18th. It is an adults' only event in the parish center. Upcoming PTO meetings: October 30th and November 27th
  
- IV. Pam will have a reminder sent out on the Trunk or Treat as only 6 of 35 spots are reserved to date. Expecting a good turnout.
  
- V. Principal's Report – See Pam's attached report
  
- VI. Father Joe's Report – Parish Day of service also October 14<sup>th</sup>; Specific tasks have been identified and use of power washers for targeted work, edging of school sidewalk property – all weather dependent. Father also reported on Parent meetings and possibility of being able to share these meetings using webinar or video follow up for those that are not able to attend. All Family agreements are

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signed for this year. An update on the new legislature and update from the Synod Sessions was discussed.

#### VII. Subcommittee Reports Governance and Development & Marketing committees next School Year

##### a. Fundraising: Paul – Raffle Update:

- 6,000 tickets are being printed, courtesy of Mid America Advertising
- License paperwork is filled out and needs signed-off by Father Ring, or I can if preferred
  - Jessica is reviewing and Ralph Hanauer will deliver to the County for final approval
- Jessica has reached out to Kristy Wheeler (PTO) and we will have a table set up at Oktoberfest for sales kickoff
- Letters and ticket packets will go out to school families next week; Parish families will receive their letters the week of October 16<sup>th</sup>
- All families will be asked to sell a minimum of 10 tickets; Parish families will be asked to sell 2 or more
- PSR families will be notified of this fundraiser also, and asked to sell on behalf of the Parish/School
- We have added a bonus half-tuition prize (\$2,000) IF all 3,000 tickets are sold. Families that sell 25 tickets (or more) will be entered into this drawing.
- In addition, we have an all-school reward if the 3,000 tickets are sold. Students will leave campus to watch a movie (Pre-K will remain on school grounds), with K – 4 seeing an age appropriate film/5 – 8 the same. Jessica is working with Legacy Theatre and exploring other venues as well.
- We will also gauge the interest in the food trucks at Oktoberfest to see if the proposed “Food Truck Wars” event in the Spring would be a viable option as another fundraiser.

##### b. Budget & Finance Liaison: Rod

##### c. Governance: Michelle / Chris - Long Range Plan – Meeting October 10th

##### d. Development & Marketing: Becca & Trisha - We discussed (4) main topics:

- 1) Awareness of the good things going on at CTK
- 2) Outreach utilizing our own networks
- 3) Challenges
- 4) Solutions

Awareness- there are a number of great initiatives taking place in the school: curriculum improvements, physical improvements, clubs, positive vibes/art work, BUT limited awareness in the parish community and beyond.

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Outreach - we have a many "connected" parish members, how can we leverage the contacts, memberships, networks to spread the good word/advancements taking place at CTK

#### Challenges/Risks

A) parish/school budget is under pressure, and the budget is limited for Marketing, but this is a catch 22. If we don't spend money we may limit our reach to new students and not break this cycle. And there is also the concern that there may be a push to consolidate small classes into one class to stretch the dollars.

B) underutilizing "word of mouth" with existing parishioners.

C) risk - losing student enrollment in the small classes to other parishes/school systems as less opportunity for sports teams and the extracurricular team events especially at middle school age.

#### Solutions:

\* Bulletin Insert- insert in the bulletin monthly - 5-7 "blurbs" about what is happening at school and 3-4 pics. Families/kids love to see pics. And the insert can help parishners have visibility to the "CTK Vibe" as well as have it as a hand-out to share with friends/family - **LOOKS LIKE THIS WAS IN SUNDAY'S BULLETIN- Nice job!**

\* Increase PR/visibility

How? Other schools - mailings/notecard- Chatham/New Berlin/other, and neighborhoods surrounding CTK/BSS- many families in Chatham and around CTK that attend BSS. Include our insert in St Joseph bulletin in Chatham.

How? - Neighborhoods- do we have board members that sit on neighborhood welcome committees, maybe have our insert included in mailing/Facebook.

How? - Facebook advertising - "[Springfieldmoms.com](http://Springfieldmoms.com)", GOALS, YMCA, Funshop, Art Association, just to name a few. Not sure what this cost, but we could ask to see the number of "hits" each receives and prioritize based on their reach.

How? - Hospital Daycares- do we know folks that work in the hospitals? yes! They might have contact name and a newsletter/email that they use to communicate information to parents that we could use to expand awareness.

\* Small classes/extracurricular- proactively begin planning joint teams with other parishes, in some sports they may have the same issue.

One last issue we discussed was urgency, in that most folks are making school choices in January, so we will need to have all the work/PR completed and ready to roll by mid Dec, just two months away, with actual release dates Jan/Feb.

I'm sure my notes aren't perfect, but at least you have a few talking points and can create some dialogue with follow up/action items.

e. Sports Advisory: Pat

VIII. Future Business - Save the date for Board Christmas Dinner at Brick House at 6 PM

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IX. Adjourned at 7:10PM

X. Upcoming Meeting schedule

Nov 7, 2017	Dec 5, 2017Dinner	Jan 9, 2018	Feb 6, 2018
Mar 6, 2018	April 10, 2018	May 1, 2018	June 5, 2018