

Christ the King
School Board Meeting
January 5, 2017
Minutes

I. Call to order

Attendance – Father Ring, Pam Fahey, Leah Hardy, Theresa Maggiore, Trisha Perks, Chris Butler, Michelle Smith, Rod Hollenstine, Becca Loschen; Absent – Pat Hemmer and Paul Hartman

a. Opening Prayer- Fr. Joe

II. December Minutes Reviewed

a. Motion to approve as submitted by Michelle Smith, 2nd by Trisha Perks; December Minutes Approved by the School Board.

III. New Business

a. CTK Marketing Report – Trisha Perks and Becca Loschen asked the School Board to help direct them on the steps to moving forward this committee. The Board brainstormed a number of ideas and thoughts about CTK marketing history and how we can reach new parents to the school. Below is a listing of the ideas, it was also recommended for them to meet with Jessica Davis and Amy Madonia at CTK to work with them on implementing some new strategies.

- School Board members will be asked to assist with the upcoming CTK Preschool Open house – January 29th and All School Open house on February 16th.
- Contact the following parishes to include invitations to the upcoming open houses: Chatham, New Berlin, Ashland, Rochester
- Historically the school has placed ads in The Catholic Times and will be doing so again this year.
- A revised preschool pamphlet was created to include the updated curriculum CTK offers.
- A new banner will be placed out front of CTK this year prior to the Open House and registration.
- Marketing specifically to little kid families and where they hang out, YMCA, Springfield Zoo, SpringfieldMoms.org, Funshop, Music Factory, Sky Zone, Montessori.
- Utilizing CTK Graduates as part of a marketing campaign to highlight our uniqueness in Springfield, Ryan Held specifically to do a PSA, but also other grads who can give testimonials on how their educational experiences at CTK have prepared them for high school and beyond.
- Promoting the uniqueness of the updated CTK Curriculum and how our kids are testing against the national average in the Iowa testing results. Evidence based curriculum, proven methodologies.

- Continue to utilize Electronic media and improve upon how we reach millennial parents. Uncover keys to communicating the value of a Catholic Education to these new parents.
- Electronic Newsletters, Facebook Ads and campaign, Research Google Ad words, Use photos from past CTK events to show the fun we have as a community of students, parents & teachers. Highlight our upcoming musical "Honk."
- Discussed the idea of utilizing incentives for families to bring in new families to CTK. Greatest challenge is tracking and finding a reward that has intrinsic value, but at a low cost to the school. (Admission to some school events?).
- 2017-2018 School Year registration opens on Sunday, February 26th.
- Create a flyer to self-promote CTK to our own parishioners. This may be a way to reach our own families that are currently enrolled in public schools, but might want to consider the smaller class sizes and proven curriculum that CTK has to offer. Discuss tuition assistance program and utilization. Use the CTK Alumni testimonials to reach people.
- We talked about the results from previous Open House tracking, Pam indicated Jessica Davis would have those.
- We discussed a Welcome program for prospective families from current families.
- Discussed the Sam Madoina radio broadcast and the idea to work with another radio station to promote CTK especially with the CTK Alumni PSA.

IV. Principal's Report

- a. Pam provided an updated report with school enrollment and activities. Preschool enrollment is excellent and our goal is to keep the majority of the 4 year olds and for them to be enrolled in Kindergarten for the fall. This is a strategic goal that was set a few years ago and was the reason for expanding our 3 & 4 year old preschool programs. Our current enrollment is low in both 3rd and 5th grades.
- b. She also presented the recently received results of the all school Iowa testing from September. The board was impressed with the grade by grade and overall results of our students. We discussed how to utilize the results in a marketing campaign, as listed previously. The results are also used by Pam and the teachers to assist them in planning curriculum and working with individual students and their parents to address any specific concerns.
- c. We discussed the revised minimum lay teacher salary scale from the Diocese and how that is applied to our teachers.

V. Father Joe's Report

- a. Father Ring asked that the Board consider how we should address the Family School Agreement for next school year so we can make a decision on how to present it next school year. We discussed how other Springfield schools simply included it in their school handbook and did not make a separate announcement about its inclusion. Father

asked that this topic be added to the February agenda for further discussion. We currently have a handful of families who have not signed the agreement for this current school year.

VI. Subcommittee Reports

a. Fundraising: Theresa & Paul

-Plans are still on course for our upcoming Dueling Piano Party scheduled for February 25th. Paul submitted the following report via email: Regarding fundraising:

- 1) Waiting to hear back from Schnucks, Meier, and Hy-Vee about possible sponsorships for the piano party/auction - this is a several week approval process, hopes to have more info by the end of the month.
- 2) Has a wholesale connection on-board to provide liquor/wine in the event the items are not donated. They will sell to us at cost.
- 3) Started the process of trying to get a portable dance floor donated for use at the piano party.
- 4) Will be securing the needed licensing for the event prior to the end of January and work with Skeff Distributing to purchase beer.

-Theresa indicated that the Raffle Committee is on schedule for producing the tickets and letters needed to kick this off over Catholic Schools week. The committee is looking at upcoming meeting dates.

-Jessica Davis is also working on the time-line flyer that will be going home to school families to alert them of the upcoming raffle and dueling piano event.

b. Budget & Finance Liaison: Will be meeting to work on 2017-2018 tuition.

c. Governance: Michelle will be working on updating the bylaws to reflect the following.

- i. Add Booster Club language to bylaws
- ii. Add Preschool Biting Policy

-Long Range Plan - review & update quarterly – no updates

d. Development & Marketing: Becca & Trisha

- i. See earlier notes

e. Sports Advisory: Pat – no updates

VII. Future Business – Address the Family School Agreement for 2017-18 school year.

VIII. Upcoming Meeting Dates:

-Thursday, February 2 @ 5:45 pm

-Tuesday, March 7 @ 5:45 pm

-Tuesday, April 4 @ 5:45 pm

-Tuesday, May 2 @ 5:45 pm

IX. Adjournment