

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

## **January 23<sup>rd</sup>, 2018**

### **Call to Order**

The regular meeting of the School Board was called to order following prayer at 6:39 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, Shawn Althaus, Katherine Rafferty

Members absent: None

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

Visitors present: Susan Grebasch, Judy Jones, Susan Battani

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

Minutes approved prior to meeting via email.

### **Approval of Agenda**

Agenda approved with the following changes: budget, tithing minimum, cell phone, teacher contract fine, and vaping policy are all moved off of the agenda. Executive session is added.

### **Open Forum**

Mrs Susan Battani, kindergarten teacher at St Luke's discussed the Positive Behavior Interventions and Support system at our school. The system is used at many schools nationwide. The St. Luke's system was developed last summer and implemented this school year. It is a series of behavior expectations taught lesson-plan style to all grades for use in various situations (i.e. bathroom, lunchroom, hallway, recess). The main precepts are that students at St Luke's are to be Respectful, Responsible, Safe and Christ-like at all times in our school. Posters in various locations serve as reminders and the expectations were re-taught after Christmas break. Mrs. Battani and Ms. Krutsinger took instructional classes on PBIS before we began the system at St. Luke's. Starting next school year a reward component will be added to recognize students following "The Longhorn Way," as the system is called. Major infractions are handed as office referrals and these are documented. This allows the teachers and administration to see where problems are arising or if a specific child needs additional help.

### **Reports**

#### **Principal**

Report submitted by Tonya Eaton.

Discussion: None.

#### **Finance**

No report submitted.

Discussion: Discussion on Finance will be moved to the Feb 1<sup>st</sup> Special Session.

**Marketing**

Report submitted by Kelly Royal.

Discussion: None

**Policy**

No report submitted.

Discussion:

**Family School Association**

No report submitted.

Discussion: There was no FSA meeting this month.

**Phase II Building Committee**

No Report

Discussion: None

Discussion Items**Budget**

There will be a special session to discuss the budget on February 1<sup>st</sup>.

**Marketing**

It would be helpful to have a yearly calendar so events pertaining to school marketing could be planned in advance. Items on this calendar would include open house, pre-registration for kindergarten, enrollment push, summer events, etc. Board members will send post cards to younger siblings of current students.

**Summer Programming**

Anna prepared a preliminary draft of a plan to begin a summer day camp at St. Luke's. The prototype she presented was a 12 week program for 25 children run by part time and full time employees. She included activity plans and a budget. The benefits would be to offer an employment opportunity to our staff, use the building in the summer and to benefit local families who would like to use the program. The board thinks it is probably too ambitious to start this summer, but perhaps a one week camp might be feasible. Finding a director would be a first priority. Overall, this is likely not the responsibility of the school board. The board will revisit the topic in February.

**Catholic Schools Week**

The last week in January is Catholic Schools Week. A series of daily activities is planned for the school, including a talent show. The board discussed ways to show appreciation to the staff during this week.

**Executive Session**

The board entered an Executive Session at 7:53pm. No minutes are taken during Executive Sessions.

The board exited Executive Session at 9:30pm.

**Next Meeting**

Next regular meeting will be held February 27th at 6:30pm.

**Adjournment**

After prayer, the meeting was adjourned at 9:35pm

Minutes submitted by: Margery Pierce

### *Committee Reports*

## **MARKETING**

### Marketing Committee Report 1/23/18

Submitted by Kelly Royal

Fr. Adam approached the group with a request for “Full-Court Press” of media outlets and marketing opportunities to increase registration numbers for 2018-19. This includes:

1- Palput talks and Narthex table at OLIH Jan 13/14 hosted by Tonya, Fr. Adam and St. Luke’s family on hand answer questions and accept registrations. Fr. Adam felt this was very successful.

2 - Door hangs were discussed and approved at a Staff meeting per Fr. Adam. The cost for 5000 of them is \$1280. Target is St. Luke's parish boundaries, Polk City, Assumption, and select areas of Ankeny. Measure of success: 10 tours of our building and 1 family to commit, this effort will be a resounding success. It has the potential to bring in a lot more though.

3- Massive Facebook paid promotion. Facebook is still a great way to target the 25-44 year old moms. We need to generate an ad though. We sponsored two specific posts so far: One about CTO and another about registration being currently open.

4 - Committee was asked to brainstorm how we would spend \$5000 on marketing if available immediately. We generated a list of many ideas and have gathered specifics on print ad costs.

- Billboard or a tv commercial. There are companies that do discounted billboards, but you don't typically get to chose the location around DSM, it's the spots that don't get picked up. One organization I've ran marketing efforts for was able to get a spot on 6th for \$250/week through Clear Channel outdoors.
- Advertising on popular radio stations.
- Website overhaul.
- Promotions on Facebook
- Host a party for perspective families to gather at The Playground for Kids.
- Direct mailers (postcards)
- Create a few short videos that can be boosted via social media and email blasts
- Realtor partnership with welcome package.
- What about sponsoring donuts/juice with a table (parents/students for testimonials) or something after masses at local churches that don't have "Feeder" schools (ie the schools we sent the open house flier to)
- Onesie gift to babies at Baptism, “Future Longhorn”
- The one print pub. that I think might be worth a spend is Ankeny Living. An ad in the Feb. edition? 25,000 households. Comes out Feb. 15. Ad deadline Jan. 31. \$351 for ¼ page which is all we really need. Ad in Press Citizen/Catholic Mirror/Ankeny Living
- Promote a specific activity that is newsworthy. We have a contact at a local t.v. station.

### Actions taken this month:

Website: We were told that an overall revamp is now with Parish Council. Our committee worked on triage with Mike Gatzke to remove outdated information. Mike provided a traffic report on our website that tells us that perspective families may be getting their first impression of St. Luke's School from our website. The committee feels more attention and money needs to go into improving this first impression.

Registration Advertising: We ran a larger ad in the Catholic Mirror last week. We have an 1/8 page that will run in the Press Citizen on Tuesday, Jan 23<sup>rd</sup>, Friday the 26<sup>th</sup>, Tuesday the 30<sup>th</sup> and Friday, Feb. 2<sup>nd</sup>. We are going to do an ad in Ankeny Living, and submit prior to their next deadline.

Brochures: We took brochures to Iowa Realty, Coldwell Banker, Panera on the north side, and the following daycares: both Tree House locations and My Learning Safari. We have already dropped brochures off at All Saints, Assumption, OLIH and the Chamber of Commerce.

Committee is looking into hosting a party at The Playground for Kids, to encourage enrollment and have prospective families attend. Tentatively planning for February.

Short Video Campaign: Vicki is working on this with Fr. Adam.

- We filmed Scott for over 2 hours and Fr Adam thinks he needs more footage to overlay with the interview

-I have a list of topics I'm scheduling families to film with father Adam

-I have an idea for kid testimonials that I'm going to email Tonya about today.

It's hard to turn the videos quickly when trying to consider the equipment we're working with, getting people's time, and then Fr Adam having time to edit. I'm moving forward still though.

Committee is creating a Social Media Database where we will house photos and videos that can be used for future marketing purposes. We are ensuring we are screening for any children who have opted out of being in photography used for this purpose.

### Upcoming:

Student-Led Mass is being planned for Feb 4th at 8:30am.