

# St. Gregory the Great Parish School

## School Commission Meeting Minutes

April 21, 2015 – 6:00 p.m.

### Attendance

*Members Present:* Fr. Tom Demse, Yolande Lasky, Jennifer Dunning, John Farney, Susan Feider Kelly, Joey Kovnesky, Jeff Senn, Mary Wejrowski

*Members Excused:* Michael Hafemann

*Guests Present:* John Charleston

### 1. Prayer

Led by John Farney

### 2. March Meeting Minutes

Minutes from the March School Commission meeting were distributed, reviewed, and approved.

### 3. Pastor's Report

Interviews for the new principal will commence in the next week. The interview committee is composed of Michelle Zakula, Mary Banach, a faculty member, and John Farney. Interview questions will be composed using standard questions provided by the Archdiocese.

A large number of applications have been received and were narrowed down after cross-checking names with the Archdiocese.

Fr. Tom thanked Yolande for her years of service to the school.

### 4. Marketing Discussion

Jennifer reviewed for Fr. Tom previous marketing discussions that took place at the March School Commission meeting and special marketing meeting.

John C. expressed that our marketing needs a plan and to be delivered with frequency. The school needs to establish a message and deliver it with frequency taking into account where the message is being delivered. In order to form a message, we need to understand who our customer is and what they want and value. A relationship needs to be established with potential customers. John C. suggested the formation of a committee of parents who follow up with prospective families after receiving information about the school.

In terms of frequency, John C. stated that ideally, people need to be contacted by the school four to six times per year. This communication does always need to be direct advertising of the school, but can include things such as invitations to school events. The goal is to look for ways to interact with potential school families.

Discussions took place around the prioritization of our audience, looking at is first priority for parish children, and then who follows (Catholic students, students of other faiths, etc). Possible impacts include the age of the parish resulting in fewer school-aged children and maintaining a balance between tuition paying families and Choice families.

Additional discussions took place with possible marketing strategies that can be employed, including:

- Utilizing alumni and alumni achievements in marketing
- Strategies to compete with public schools and other Catholic schools in the area
- Social media
- Reaching out to neighboring parishes without schools

*Fr. Tom left the meeting at 6:40 p.m.*

*John Charleston left the meeting at 7:25 p.m.*

## **5. Principal's Report**

There is still a delay in the February meeting minutes. They will be sent for approval as soon as they are available as they are needed for record-keeping.

Please note an error in the approved January meeting minutes. The minutes state that school has a STEM program. Rather, it should state that the school has a STEM program in grades 7-8. Although other grades incorporate STEM activities into the curriculum, they do not do enough to be labeled a STEM program.

The Ice Cream Social will take place on May 4<sup>th</sup> from 5pm-7pm. Yolande will be contacting El Rey to supply churros for the event.

Discussion took place regarding faculty involvement in the School Commission for the upcoming year. The School Commission agreed on the importance of teacher involvement. However, it was decided that this representative need not be present at every meeting, but rather about three meetings per year.

Yolande noted that she is open to ideas regarding her involvement in the Commission during the administrative transition.

Badger testing has begun in the school. It is progressing with some hurdles in technology.

Powerschool has been chosen as the school's student information system. This system will cost about \$9/student and the Archdiocese will handle a large amount of the setup.

Meeting adjourned 8:00 p.m.

Next meeting Tuesday, May 19, 2015 – 6:00 p.m.

Respectfully submitted,

Joey Kovnesky  
School Commission Secretary