

St. Gregory the Great Parish School

School Commission Meeting Minutes

March 17, 2015 – 6:00 p.m.

Attendance

Members Present: Yolande Lasky, Jennifer Dunning, John Farney, Susie Feider Kelly, Joey Kovnesky, Mary Wejrowski

Members Excused: Michael Hafemann, Jeff Senn

Staff Present: Sherry Fritz, Mona Seidcheck

Guests Present: John Charleston

1. Prayer

Led by John Farney

2. February Meeting Minutes

Minutes from the February School Commission meeting were not available for review at this meeting. They will be distributed to members at a later date for review and approval.

3. Marketing Discussion

John Charleston, a friend of Fr. Tom and a marketing specialist, was present at tonight's meeting to discuss marketing strategies for the school.

Discussions took place beginning with enrollment trends, both current and historic, analyzing trends at each grade level, , what we'd like to see in each grade level, the number of choice vs tuition paying students, and the percentage of students who are parish members.

Concerns were expressed that lower enrollments in K4 & K5 may result in lower enrollment overall in the future.

John C. encouraged the Commission to focus on who is our customer, what is our mission, what is our product, and what does our competition have.

John C. will continue to work the Commission on developing our marketing and will join us at future meetings. Yolande expressed an urgency in developing marketing.

John Charleston, Sherry Fritz, and Mona Seidcheck left at 7:20 p.m.

4. Principal's Report

Yolande distributed budget numbers to the Commission for review. Next year's budget is being finalized; lower enrollments for next year will result in a tighter budget and reductions in some budgeted areas.

Yolande again expressed an urgency in developing our marketing with John Charleston and next steps were discussed. School Commission will hold a marketing meeting on Wednesday, March 25, at 5:30 p.m. in the Great Room and will invite John Charleston back to the regular April meeting.

5. Pastoral Council Update

Mary reported that in response to the Synod, the Pastoral Council is having discussions around why people go to church and why church attendance has dropped.

Meeting adjourned 8:05 p.m.

Next regular meeting Tuesday, April 21, 2015 – 6:00 p.m.

Marketing meeting Wednesday, March 25, 2015 – 5:30 p.m.

Respectfully submitted,

Joey Kovnesky
School Commission Secretary