

Meeting Minutes

Tuesday, February 2nd, 2021

Via Teleconference

Present: Linda Monahan; Amanda Scherlie; Monica Yankus; Michelle Howell; Melicca Carpenter; Andy Hanneman; Jennifer Moss; Fr. Houlihan;

Absent: Deb Walton

Meeting called to order at 6:30PM by President Andy Hanneman; Fr. Houlihan opening prayer
Monica Yankus moved to approve the minutes from the January meeting; Michelle seconded the motion; none were opposed to approval.

- Andy opened with the announcement of Donna Weeda stepping down and leaving the SAC. Andy to step up from VP to President – none were opposed.
- Discussion about Enrollment Cold-Call Project (Andy)
 - Negative Feedback from calls to be directed from the SAC member to Father/Linda to address to keep the transparency open
 - Each SAC member reviewed their calls/comments with the board
 - **Monica** called Prek 4 – 6 yes and 6 no for next year. The 6 no's were non-parish members. All parents were very pleased with Stjb preschool program
 - **Michelle** called K's and part of 1st Grade – very positive feedback. Most were YES, two “maybes” – one potentially moving and the other has siblings at Conestoga, but not against moving ALL students to Stjb. Linda to contact each family.
 - **Melicca** called grades 1 & 2 – All YES – no issues or concerns voiced at this time with this list of parents.
 - **Jen** called parents from grades 2,3,4 – All YES but 1. Linda/Father to contact the family that was still a “possible”
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- **Amanda** called grades 4,5 – all are YES except 2. Left messages and emails for the remaining two families.
 - **Andy** called grades 5,6 – 9 Yes families, 2 possible, 1 No – the NO is transferring to public. Linda to contact 2 other possible in regards to their issues as to possibly not returning
 - **Donna** called grades 6,7 – all where YES, no issues listed.
- Chart Below shows the end results of the Cold Call Project

# of Students	Enrollment
112	YES
7	NO
7	Possible
6	I/m
132	Total

- Current StJB enrollment for 2020-21 k-8 is 119 students
- Right now we are -7 for students lost.
- Linda/Father to contact all “possible” families to discuss re-enrollment to maintain or add to our enrollment for next year
- PreK 3 & 4 – hoping that 2021/22 enrollment will be better than 2020/21 with COVID Situation being handled well within our school.
- Discussion of homework load for the Jr High Students (comments made in cold calls)
 - How can we help with the teacher interaction between classes for the workload
 - Utilizing a planning calendar to make sure the big projects don’t overlap
- How can we get information out better as Enrollment / Marketing?
 - Several families mentioned not knowing the scholarship packet even went out
 - Families mentioned that they didn’t even know they qualified for scholarships as “non-parishioners”
 - How can we get our name out to “non-parishioners”

- Linda stated 2021-22 Re-Enrollment letters have been printed and will be ready to go out soon – there are 2 options this year.
 - How do we make sure that parents know these snap codes / re-registration packets are going out?
 - Video/Social Media??– Deb was working in one as well as the Enrollment/Marketing team?? How do we eliminate the duplicated work?
 - How can we entice families to enroll sooner rather than later?
- Discussion of overlapping work between SAC and Paid position
 - IE - phone calls to parents, enrollment info, etc
 - Andy asked for clarification on the rolls of the paid position and how they correlate to SAC and how we are supposed to interweave the workings between
 - Linda asked Father to fill in the details and Father declined to comment.
 - Question was asked “why do we have a marketing pillar if we have a paid marketing position” further comments of “how do we be sensitive to the work of volunteers who give up nights/weekends”? Should we rework the Pillars?
 - How can the SAC support that Paid position now that it is a part time – 10 hour a week job (used to be full time 40ish hours a week)?
- Preparations for the 2021-22 School Enrollment Number
 - Letters of intent are good to go out now after the cold call list numbers have been evaluated and calculated
 - Throughout the enrollment time frame – we need to compare our calls versus who has actually enrolled – do we need to reach out again to families?
- Follow-Up discussion on “Street Sign” Marketing
 - Approval of signs to be placed along 18th Streets
 - 6 double-sided signs to be placed to be able to read the same order when driving north and south.
- Catholic Identity Pillar – Michelle to take over pillar solely due to Donna stepping down.

- Spring Dinner/Auction
 - Special Project to be the confessionals again
 - Can we jump ahead to 2022 SD and try to get a video board / digital screen for the end of the driveway?
 - Is this something even feasible? Can we work on getting quotes for next year?
- Discussion of how each pillar can directly affect increasing our Enrollment numbers?
 - Catholic Identity – Calling CCD families?
 - Enrollment/Marketing – making sure website is up to date?
 - Student Enrichment – Adding programs to entice Enrollment?
 - Do we need to restructure our pillars?
- We need to increase our communication between pillars
 - Amanda to add the “Implementation Project” sheet that Deb made to the StJB SAC OneDrive folder
 - Each Pillar to be updating the spreadsheet as to projects they are working on so that we have better/open communication between the pillars
 - The SAC member does not necessarily have to be the Pillar lead. They are, however, the direct contact from the Pillar discussions back to the SAC.
 - This Pillar lead or even Objective leaders can/should also utilize the “Implementation Project” sheet on the OneDrive File.
- Forgoing Feb. 9th Meeting and all communication from now until March 8 mtg to be via email.

Father led in a closing Prayer

Meeting was adjourned

Next meeting will be March 9th at 6:30pm via Zoom *(Linda to send out new Zoom Link)*