

Meeting Minutes

January 10, 2023

In-Person Meeting

**Present:** Andy Hanneman; Amanda Scherlie; Jacob Schuette; Rachel Hendershot; Melicca Carpenter; Carmen Hall

**Absent:** Nina Beck; Fr. Timmerman

Meeting called to order at 6:30PM by President Andy Hanneman; Jacob led the opening prayer. Jacob moved to approve the minutes from the November meeting; Rachel seconded the motion; none were opposed to approval.

- **Catholic Schools Week**

- Per Deb's Email - A committee comprised of myself, Home and School representation and Teachers are working on planning the activities for Catholic Schools Week. Communication will be ready by next week. Save the dates and dress themes have been shared already. I've secured some donations if prizes from community supporters. A number of volunteers will be needed to help with activities. More communication will follow but it would be great if SAC could volunteer to help serve cinnamon rolls on that Friday after mass.

- SAC members to serve Cinnamon Rolls on Friday February 3<sup>rd</sup>

- **Enrollment Packets & Tuition Rates for 2023-2023**

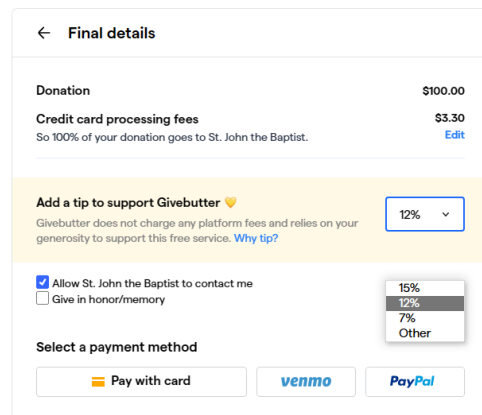
- **How can SAC help with this?** Has Finance looked into how we can offer reduced rates? We have discussed previously about the tuition of Preschool being too high – how can we compete with local schools. Below are notes from previous meetings about our cost vs local costs:

- STJB Costs:

- 4 Year old (all day-5x a week) - \$4,750
- 4 Year old (½ Day-5x a week) - \$3,250
- 3 Year old (½ Day-3x a week) - \$2,250

- 2021-2022 PCC Early Childhood Center price was \$2,700 for (all day-5x a week)  
– plus convenience fee if paid monthly
- 2022-2023 First Baptist - \$2,385 – ½ day 8:30-11:30am 5x a week
- Will the School age (K-8) tuition be increased as well??
- Tithing was increased to \$700 per calendar year
- Could we offer a “discount” to the ONLY Pre-K families if the volunteer?? Use the hourly rate below to offer a discount to Pre-K families - i.e. \$15.00 discount per hour of community service worked???
- How can we offer the “4<sup>th</sup> Child free” to include Pre-K? We have lost Pre-K students because it was “too expensive” having children in K-8 @ StJB AND having Pre-K in the same family and not getting this discount
- **Updating Community Service hours requirements (20 hours)**
  - SAC suggestion to modify community service hours requirements:
    - 5 – Fish Fry (Must be Serving Food?), 5 – Spring Dinner, 10 – miscellaneous
  - SAC suggests increasing the “missed hours” volunteer fee - currently \$10.00 per hour missed
    - 3-year plan to increase - \$5.00 per year to get to \$25.00 per hour missed
      - 2023-2024 – Increase to \$15.00 per hour missed
      - 2024-2025 – Increase to \$20.00 per hour missed
      - 2025-2026 – Increase to \$25.00 per hour missed
- **Discussion of Principal Hiring / Sending Email**
  - Amanda worked with Sue/Father and Emails were sent on Friday Dec 9 with a delayed delivery for Monday Dec 12 at 7:30am to all registered masters teachers teaching at any parochial school within the state of Nebraska (Over 900 emails sent)
    - Can we extend this email list to masters teachers at non-parochial schools within an “X” radius of Plattsmouth?
  - Contingency Plan for 2023-2024? Do we have a plan of action set for next year if a principal is not hired?

- Can/Are we offering any incentives to potential candidates that may not have a masters but would be willing to complete it? What are the requirements of the diocese for this? Does the Masters have to be completed prior to the school year or can someone be working on the degree and be hired?
- Can we offer an incentive for reduced tuition for children of teachers/principal??? To help with retention/new recruits – Finance would need to investigate this for cost effectiveness
- Enrollment phone calls
  - Once enrollment packets are finalized and sent – SAC to make the Enrollment calls again
- Discussion of the “GiveButter” Donations platform
  - Great website for donations – seems to be working well – however SAC would like more information on this as GiveButter has not been discussed prior to the release. We want to understand how we can use this to its fullest capabilities.
  - SAC suggestion – can we remove the “Tip” to GiveButter???



The screenshot shows the 'Final details' page for a \$100.00 donation to St. John the Baptist. It includes a breakdown of the total amount, showing a \$3.30 credit card processing fee. There is a section for adding a tip to support GiveButter, currently set at 12%. Below that, there are checkboxes for 'Allow St. John the Baptist to contact me' (checked) and 'Give in honor/memory'. A dropdown menu for tip percentages is open, showing options for 15%, 12% (selected), 7%, and Other. At the bottom, there are three payment method buttons: 'Pay with card', 'venmo', and 'PayPal'.

- Parent Suggestions brought to SAC members:
  - Can we take down the old news on the “Alumni Board”?? Some items are 5+ years old
    - Have tried to obtain a dedicated email for “alumni news” to be sent to in order to update this but has been rejected
    - Can we utilize this for more of an announcement board instead – Lunch Menus, and the weekly cardinal newsletter

- Parents have suggested that the weekly cardinal news is too long and they no longer read it as it takes too long to open the file – can it be shortened?

### **Emailed Update from Deb:**

#### Enrollment & Marketing

- We welcomed back Vera (5th grade) and Calvin (3rd) Schultze to STJB. They attended STJB two years ago but then moved to Italy where dad Bruce was stationed. It's great to have them back!
- 8th grader Joey Mice transferred to Bellevue this semester. He will be living with his dad in Bellevue.
- Received two inquiries this weekend about preschool enrollment through the website (one family with a 3-year old and other family with a 4-year-old). I shared with them our marketing materials ...however they did ask whether tuition rates would increase for next year. Visits with the preschool teachers and classroom are being scheduled.
- Working on developing outdoor signage to support enrollment and Kindergarten Round Up. Once registration info is ready, including tuition costs, the website and print materials will need to be updated before the marketing push. I will also be working with Sue on a mailing to parishioners who have preschool-aged children.
- Working with Christie Owens on Kindergarten Round Up letters to parish families. Also will be developing a new kindergarten video and presentation for Christie to present to parents. Will begin updating K round up packets next month and marketing outreach will also start in February. Round Up is scheduled for March 15.
- Discussion is needed about adding stewardship opportunities and sign up on Facts for registration. This was eliminated last year.

#### Fund Development

- Began testing a platform that allows us to develop fundraising campaigns and collect donations online. The platform has numerous capabilities including ticket/event registration and sales, online auctions, texting features, Reoccurring gifts, gift receipt recognition, donor segmentation, and fundraising contest tracking for students/classrooms or families. So far I've been extremely satisfied with the platform. We've tested two campaigns - Giving Tuesday (Nov. 29) and end of the year giving.
- This was the first year the school participated in Giving Tuesday. The campaign raised \$1,300 to support the general fund. Gift receipts were sent as well as thank you cards from school.
- Season of giving campaign exceeded the goal of \$2,000 - raising \$2,860 to support the general fund. Gift receipts were sent and working on sending thank you cards from school.
- A donation page was created for our web and a button was added to each page of our website. Donations will support our general fund.
- Working on designing a "Tribute" web page that recognizes those who made a donation" in honor of" or in memory of" a loved one.
- Spring Dinner sponsorship letters and auction/donation request letters will be mailed this month to local businesses. Father and discussed the special project briefly and having it potentially support our teacher bonuses.
- Analee Thomas, Home and School, and I met with company "Boosterthon" to explore replacing our cookie dough fundraiser with a Fun Run next fall. No decisions have been made.
- Our next STJB Family Night Out is Jan. 17th at DJs dugout. Communication to be shared in next day or two.

- Will be launching a sock fundraiser to support our music program - marketing will circulate this week. Mr. McGregor hopes to raise enough funds to purchase a couple new instruments for the school.
- Working on a grant from the Community Foundation due at end of month to potentially help fund new outdoor signage. Researching outdoor digital signage options and costs...working with city on codes.

#### School Marketing

- Yearbooks have arrived and will be distributed to those families who purchased one. The only cost associated with our yearbook is my time, thanks to our sponsor Reinsch, Slattery, Bear, Minihan and Pricketts for their funding support.
- The Diocese's new school Facebook page has shared multiple STJB social posts over the past couple months. As a reminder, social media shares help to increase our followers and improve engagement. I always appreciate when SAC helps advocate for our school!
- A committee comprised of myself, Home and School representation and Teachers are working on planning the activities for Catholic Schools Week. Communication will be ready by next week. Save the dates and dress themes have been shared already. I've secured some donations if prizes from community supporters. A number of volunteers will be needed to help with activities. More communication will follow but it would be great if SAC could volunteer to help serve cinnamon rolls on that Friday after mass.

#### Recruiting:

- Met with Chamber...they will help share and circulate our job opening for Principal. I am now on the chamber board member
- Will share another social post this month and continue to promote to our 800+ community contacts and in newsletter.

Jacob led Closing Prayer

Meeting was adjourned

**Next meeting is February 7, 2023 @ 6:30pm – in StJB Meeting Room**