

St. Robert School Advisory Board Meeting Minutes  
 January 11, 2017, 6:00 p.m.  
 Room 207

Members Attending: Lauren Beckmann, John Dunn, Mariann Willing, Kathy Fletcher, Sara Coffou, Tom Dean, Kevin Keenan, Marcia Velde, Margy Cain, and Joe Cincotta

Members Absent: Christopher Adams, Lisa Lesjak and Lisa Sweeney

Guests Attending: Jan Ebel and Jennifer Luna

The meeting commenced at 6:04 p.m. with a prayer.

Agenda Item	Key Discussion Points	Decision(s) Reached (if applicable)	Next Steps and Person(s) Accountable
<b><i>Guest Comments</i></b>			
	• None	N/A	N/A
<b><i>Pastor's Report</i></b>			
	<ul style="list-style-type: none"> <li>• North Shore Catholic School Meeting               <ul style="list-style-type: none"> <li>➤ Our next collaborative planning meeting is scheduled for January 26, 2017 which will be held at St. Monica's</li> <li>➤ Archdiocese projects that by 2025 there will be 700,000 Catholics in the Milwaukee Archdiocese. Roughly 20% of whom will attend mass or support a parish</li> <li>➤ We need to preserve our Catholic education now;</li> </ul> </li> </ul>	N/A	N/A

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	<p>principals in our Deanery have been working on this</p> <ul style="list-style-type: none"> <li>• Current fiscal year <ul style="list-style-type: none"> <li>➤ We are projecting a \$250,000 net deficit at fiscal year-end for the parish/school due to: <ul style="list-style-type: none"> <li>▫ Declining school enrollment (loss \$50,000)</li> <li>▫ changes in health care cost from single to family (cost increase of roughly \$50,000)</li> <li>▫ roof repairs (cost of \$100,000)</li> <li>▫ declining parish contributions (\$50,000 decrease)</li> </ul> </li> <li>➤ Fr. Dennis plans to narrow the loss with a direct ask to parishioners. He will sit down with Tom Dean and discuss the best way to approach a direct ask. We can help with getting the word out</li> </ul> </li> <li>• “<sup>1</sup>Helping Hands” <ul style="list-style-type: none"> <li>➤ Program developed by Catholic Relief Services and Stop Hunger Now, is a high-energy, hands-on way for</li> </ul> </li> </ul>		

<sup>1</sup> <http://helpinghands.crs.org/>

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	<p>Catholics to tackle hunger around the world. Volunteers package meals that are shipped to areas in need</p> <ul style="list-style-type: none"> <li>➤ We will need to collect funds to make up the packages; envelopes will be sent out soon</li> <li>➤ Volunteers are needed on April 2, 2017 to help put together roughly 5,000 meals</li> <li>➤ We will dovetail with St. Monica's; will ship packages together</li> </ul>		
<b>Principal's Report</b>			
<p>2017-2018 School Year—Thoughts/Discussion on Class Sizes, Tuition, and Fees</p>	<ul style="list-style-type: none"> <li>• Parish and school accomplishments since December 2014: <ul style="list-style-type: none"> <li>➤ Parish <ul style="list-style-type: none"> <li>▫ Realigned staffing to reduce \$250,000 in expenses</li> <li>▫ Reenergized parish life and mission</li> <li>▫ Small groups</li> <li>▫ Alpha</li> <li>▫ Family mass</li> <li>▫ Liturgy of the Word for Children</li> </ul> </li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Increase registration fees to \$150/350</li> </ul>	<ul style="list-style-type: none"> <li>• Lauren will make the necessary changes to the Parent Registration Letter before it goes out with the Registration Packet</li> </ul>

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	<ul style="list-style-type: none"> <li>➤ School               <ul style="list-style-type: none"> <li>▫ Eliminated 1.5 teacher positions</li> <li>▫ Contributed funds from School Society endowment to cover operating shortfall</li> <li>▫ Increased use of scholarship funds</li> <li>▫ Increased operational subsidy from Home and School Association</li> <li>▫ Introduced tiered tuition and increased tuition</li> <li>▫ Brainstormed innovative organizational options to achieve ideal class section size of 20</li> <li>▫ Three teachers (instead of 4) for every two grades, 4K-5<sup>th</sup></li> <li>▫ Multi-age student groupings</li> <li>▫ Teacher specialization</li> <li>▫ Teacher/assistant teacher</li> </ul> </li> <li>• Current status:               <ul style="list-style-type: none"> <li>➤ North Shore collaborative planning meetings                   <ul style="list-style-type: none"> <li>▫ Student enrollment since 1998, net loss of 321 students</li> </ul> </li> </ul> </li> </ul>		

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	<ul style="list-style-type: none"> <li>▫ Studied whitepaper on innovative Catholic School networks across the US</li> <li>▫ Continuum from local – central office governance</li> <li>▫ Continuum from executive – collaborative leadership model</li> <li>▫ Identified challenges and benefits</li> <li>▫ Agreed to move forward with planning (next meeting with finance reps January 26<sup>th</sup>)</li> <li>▫ Deanery principals working on shared grading structures</li> <li>• Considerations (John, Tom, Lauren, and Fr. Dennis met to discuss steps for next year): <ul style="list-style-type: none"> <li>➤ Raising instrumental music fees (strings - \$900/1,000; band - \$750)</li> <li>➤ Raising registration fees for current families (from \$135/160/200/250 to \$200/300/400); registration fees for new families will be a future discussion</li> <li>➤ Aligning salary budget to tuition</li> </ul> </li> </ul>		

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	<ul style="list-style-type: none"> <li>➤ Can be fairly certain that we will have to reduce staffing by 1-2 full time positions; teachers are open and willing to help with this; faculty made some recommendations</li> <li>➤ Letters of intent are in mailboxes</li> <li>➤ Other potential options for the future: <ul style="list-style-type: none"> <li>▫ Choice (has been discussed in the past)</li> <li>▫ Arrowsmith Program (SFCC is no longer interested in program; but could potentially implement on our own)</li> <li>▫ Alliance with <sup>2</sup>Wisconsin International Academy (WIA) (Lauren and John will be meeting with the President and Principal of WIA on January 12<sup>th</sup>) (possibility for 2018-2017 school year)</li> </ul> </li> <li>● Parent Registration Letter: board took a few minutes to review the letter and offered some suggestions</li> </ul>		

<sup>2</sup> <http://www.english.wiaedu.org/>

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	<ul style="list-style-type: none"> <li>• Tuition for the next school year: the board was presented with a Summary 2018 tuition estimate; tuition will increase, we just don't know to what extent yet</li> <li>• 2017-2018 Registration: we want current families to register ASAP; registration guides tuition rate and classroom management; Accept credit cards as another payment form for paying registration fees</li> </ul>		
Other	<ul style="list-style-type: none"> <li>• None</li> </ul>	N/A	N/A
<b><i>Initial Review of First Seven Benchmarks for Accreditation Self-Study</i></b>			
	<ul style="list-style-type: none"> <li>• The board reviewed and offered feedback for Benchmarks 5.1, 6.1, 6.2, 10.1, 10.2, and 12.1</li> </ul>	<ul style="list-style-type: none"> <li>• Benchmark 11.1 review will be moved to our February meeting</li> <li>• Evidence collection timeframe: within the next 2 months collect physical evidence; teachers will upload to their central site</li> </ul>	<ul style="list-style-type: none"> <li>• We will review Benchmarks 5.2, 5.3, 6.3, 10.3, 10.4, 11.1 and 13.1 at our February board meeting</li> </ul>
<b><i>Catholic Schools Week Open House Preparation (see Marketing &amp; Recruitment Committee Summary)</i></b>			
	<ul style="list-style-type: none"> <li>• Since Lisa Lesjak and Lisa Sweeney were absent from the meeting the board reviewed the M&amp;R Summary provided prior to our meeting (attached at the end of these minutes)</li> <li>• SAB members – who would like to help with tours?</li> <li>• Parish brochure will be added to</li> </ul>	N/A	N/A

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	the Open House packets		
<b>Key Committee Information-Committee Chairs</b>			
Committee Written Monthly Summaries	<ul style="list-style-type: none"> <li>Attached at the end of these minutes and distributed to all board members prior to the meeting</li> </ul>	N/A	N/A
Determination of Timing for Catholic Identity Parent Survey	<ul style="list-style-type: none"> <li>Survey is ready to go; need to add to Survey Monkey</li> </ul>	<ul style="list-style-type: none"> <li>Go ahead and add to Survey Monkey</li> </ul>	<ul style="list-style-type: none"> <li>Sara Coffou will work with John on email communication</li> <li>Survey will go out in the next week or so; will co-ordinate with Lisa Lesjak</li> </ul>
Parish Fair	<ul style="list-style-type: none"> <li>This will be our 45<sup>th</sup> year</li> <li>Fr. Dennis has made the decision that this will be the last year for the Parish Fair: <ul style="list-style-type: none"> <li>➤ Difficult to get volunteers to lead it</li> <li>➤ Some of our food volunteers are ready to step down</li> <li>➤ Makes \$40,000</li> <li>➤ Has not yet been discussed with the Pastoral staff or Finance Council</li> <li>➤ How can we save the Parish Fair? WE NEED CHAIRS!</li> </ul> </li> </ul>	N/A	N/A
<b>Adjournment</b>			
Adjournment	<ul style="list-style-type: none"> <li>Next meeting will be February 8, 2017 at 6:00 p.m.</li> </ul>	N/A	N/A

The meeting adjourned at 8:30 p.m.

Minutes respectfully submitted by Mariann Willing, School Advisory Board Secretary.

**January 2017 Monthly Summary of SAB Committee/Organization Activities**



### Development Committee

- Pledged Annual Fund gifts are at \$131,000+, well past the halfway mark. Lisa will further analyze remaining sources to meet our goal.
- We are going into Annual Fund "Quiet Time" (during promotion of Emerald Auction) with respect to current parents.
- A mailing to all alumni is scheduled for January
- We will be working on one-on-one calls to our major donors
- January Alumni Newsletter is in progress

### Home & School

- No meeting held in December--January meeting will be spent reviewing all H&S sponsored events for relevance, number of volunteers, impact on school community - community building, fundraising and service. There is a lot of conversation around allocation of volunteer time in the most impactful way.

### Marketing & Recruitment Committee

- Open House, Jan. 29
  - Free (New) Pancake Breakfast
  - Open House Yard Signs
  - Parent Letter that highlights Open House, pancake breakfast, referral postcards and tuition referral program
  - Open House Post Cards to current and perspective parents (Green envelopes)
  - Life Smart Quest scavenger hunt during open house to fill the building, add interest, spark conversation, add emphasis to second floor
  - Social Media - website update, Facebook updates, Facebook ad, NSKC, Catholic mom's website,
  - Exterior building banner
  - Personal invites to hot list
  - Local daycare postcard drops
  - Recruiting brochure - WIP