

St. Robert School Advisory Board Meeting Minutes
 December 14, 2016, 6:00 p.m.
 Room 207

Members Attending: Lauren Beckmann, John Dunn, Christopher Adams, Mariann Willing, Lisa Lesjak, Kathy Fletcher, Sara Coffou, Tom Dean, Lisa Sweeney, Kevin Keenan and Marcia Velde

Members Absent: Margy Cain, Fr. David Zampino and Joe Cincotta

Guests Attending: Jan Ebel

The meeting commenced at 6:02 p.m. with a prayer.

Agenda Item	Key Discussion Points	Decision(s) Reached (if applicable)	Next Steps and Person(s) Accountable
Welcome			
	N/A	N/A	N/A
Guest Comments			
	<ul style="list-style-type: none"> None 	N/A	N/A
Policy Committee			
	<ul style="list-style-type: none"> Recently, Kristen Reynolds stepped down as the SAB Policy Committee Chair There are currently two policies that need to be reviewed, the Lice Policy and the Conflicts Policy 	<ul style="list-style-type: none"> The decision has been made to keep the Policy Committee Chair position vacated for the current school year and we will address policies ad hoc as needed 	<ul style="list-style-type: none"> Lisa Sweeney has offered to handle the Conflicts Policy. She will look at it at the beginning of the new year An email will be sent to SRS parents at the start of the new year for an indication of interest for assisting with the Lice Policy. Anyone interested should contact the SAB
Associate Pastor's Report			
	<ul style="list-style-type: none"> None 	N/A	N/A

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Principal's Report			
<p>Perspective on Coffee with the Principal on School Climate and Culture</p>	<ul style="list-style-type: none"> • Yesterday morning Lauren held a <i>Coffee with the Principal</i> meeting in which several school parents (including John Dunn and Mariann Willing from the SAB) were in attendance. Topic of discussion: Healthy School Climate and Culture • The conversation included discussions of exclusion, defining bullying, teaching kids coping mechanisms and building a kind community • Will discuss at the Education and Formation Committee meeting – should we have another meeting; if we retitled would it improve attendance?; what about a monthly article out to parents? 	<p>N/A</p>	<p>N/A</p>
<p>Proposed Technology Waterfall for Auction</p>	<ul style="list-style-type: none"> • Lauren presented the board with a <i>Technology Auction Ask Proposal 2016</i> for the Emerald Auction • Four different tiers of ideas were presented in the proposal and were discussed by the board. A definitive decision was not made for the Emerald Auction Paddle Ask • The board threw out a few ideas 	<p>N/A</p>	<ul style="list-style-type: none"> • Sara Coffou will reach out to the auction chairs regarding the technology proposal

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	for the auction presentation		
Other	<ul style="list-style-type: none"> • None 	N/A	N/A
Report on North Shore Catholic Schools Meeting			
	<ul style="list-style-type: none"> • On December 1st, Lauren, John Dunn, and Fr. Dennis attended a two-hour North Shore Catholic Schools Meeting which was held at St. Monica's. Lauren provided the board with a copy of the meeting agenda, observations from Kathleen Cepelka, Superintendent of Catholic Schools for the Archdiocese of Milwaukee that she had offered to Fr. Jerry Herda in advance of the meeting and a St. Robert School Fast Facts sheet prepared for the meeting • Both Lauren and John felt that this was a good initial meeting • The review of the North Shore Catholic Schools statistical data revealed that in the past 15 years there has been a combined enrollment decline of more than 300 students. Basically, a whole school worth of students • There was initial discussion of possible collaboration/models for the North Shore Catholic Schools. It was evident that the schools are in different places in 	N/A	N/A

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	<p>discussing collaboration with their stakeholders</p> <ul style="list-style-type: none"> • On January 26, 2017, a second meeting will occur, with each school also bringing a representative who has knowledge of each school's finances • Fr. Jerry noted that he has 7 months left at St. Monica and St. Eugen before he becomes Vicar of Clergy for the Archdiocese 		
Follow-up on Charting Our Future Parent Meeting			
Feedback	<ul style="list-style-type: none"> • A small group discussion was held after the Charting Our Future Parent Meeting. Thoughts on the parent meeting: <ul style="list-style-type: none"> ➤ Lots of energy ➤ No up-in-arms reaction ➤ Parents liked that we mixed it up ➤ Next time we may want to establish some basic ground rules for the small group discussion • 71 parents were in attendance; 6 were brand new parents to SRS 	<ul style="list-style-type: none"> • Keep this format in mind for next year 	N/A
Status of Mailing of Summary and Surveys to Parents	<ul style="list-style-type: none"> • Lisa created a mailing piece that will go out to parents before Christmas. We will give parents until the first week of January to complete due to the holiday's 	N/A	N/A

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	<ul style="list-style-type: none"> • A survey was created for parents who were in attendance. We will create one for parents who were not in attendance • Information from the meeting will be included 		
Strategic Planning Timeline	<ul style="list-style-type: none"> • How should we structure a Strategic Plan? <ul style="list-style-type: none"> ➤ Start with visioning ➤ Obstacles in following months ➤ How to overcome obstacles ➤ Implementation • Several parents had expressed an interest in participating 	N/A	<ul style="list-style-type: none"> • More to come on timing of Strategic Planning
Checking In on SAB Small Group Self-Study Work for Accreditation			
	<ul style="list-style-type: none"> • For our January through May SAB meetings specific Standards/Benchmarks have been noted in our Self-Study guide for discussion/review • How should we structure our January meeting? A couple of ideas were discussed, including the structure of the faculty and staff's meetings 	<ul style="list-style-type: none"> • We will set aside an hour in our January meeting agenda to discuss/review the specific Standards/Benchmarks for our Accreditation. This will allow us time to discuss other business matters 	<ul style="list-style-type: none"> • Lauren and John will meet prior to our January meeting to discuss the best way to structure our Accreditation discussion • Kristen Reynolds and Lauren were paired to handle the review of Standard #11 for the Accreditation Self-Study. Mariann Willing will now assist Lauren with the review
Catholic Schools Week Open House Preparation (see Marketing & Recruitment Committee Summary)			
	<ul style="list-style-type: none"> • News stories on our school have 	N/A	<ul style="list-style-type: none"> • Board goal for our January

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	<p>been added to the Open House folders</p> <ul style="list-style-type: none"> • This year we will offer a free pancake breakfast • We have not received any referrals yet • We have 13 siblings already in the que; need to give parents a sense of urgency to get enrolled • Budget process for the new year: Fr. Dennis would like our information much earlier in 2017 (tuition rate, enrollment for 2017-2018 school year, associated salary amounts) 		meeting: give some thought to tuition for the next school year
Key Committee Information-Committee Chairs			
Committee Written Monthly Summaries	<ul style="list-style-type: none"> • Attached at the end of these minutes and distributed to all board members prior to the meeting 	N/A	N/A
Marketing & Recruitment Committee	<ul style="list-style-type: none"> • The committee provided the board with a scope of work document for re-design of the school website; formatting was mentioned in regards to viewing website on an iOS device vs. PC; we will put the re-design into bidding process and make changes as we go along 	N/A	N/A
Development Committee	<ul style="list-style-type: none"> • Annual Fund update: very successful Annual Fund party (bigger than past 10 years); feel 	N/A	N/A

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	that the Charting Our Future Parent Meeting, held prior to the party helped contribute to its success		
<i>Adjournment</i>			
Adjournment	<ul style="list-style-type: none"> • Next meeting will be January 11, 2017 at 6:00 p.m. 	N/A	N/A

The meeting adjourned at 8:19 p.m.

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

December 2016 Monthly Summary of SAB Committee/Organization Activities

Development Committee

- Annual Fund party was a success—lots of good energy and the numbers coming out were great
- Way ahead of pledged totals for last year at this time
- Meeting goal of keeping thank-you notes current
- (New) Annual mailing to all alumni non-donors is in production, but actual drop will occur mid-January
- As the Development Committee goes into its "quiet time" (January - Emerald Auction), committee will be working on evaluating recommendations from Institute for School & Parish Development

Home & School

- 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
- Auction planning underway - biggest concern at this point is that there are no chairs for acquisition team—a good acquisitions team is in place
- H&S Board finalized the Christmas bonuses for school staff

Environment Committee

- After further discussions Christopher Adams had with the Green Schools Consortium of Milwaukee after our November meeting, it was determined that their staffing requirements, should the grant be awarded to St. Robert, were not so onerous such that it would prevent us from applying this year.
- A completed application was submitted but we recently learned that we will not receive a grant for this application period as they have limited funding.

Marketing & Recruitment Committee

- Planning for Jan. 29 Open House. Anticipated materials include:
 - Recruiting brochure (short and lifted from last 2 annual reports), Mosaic designed and Sweeney to underwrite cost, Fox to print and hope for minimal paper cost
 - Postcard - refresh last year's piece with this year's annual report, Peaslee to complete, Sweeney to underwrite cost, Fox to print and hope for minimal paper cost
 - Yard Signs - Refresh last year's sign with new info, Peaslee to complete art work, Fox to print and hope for minimal paper cost. Approximately 150 signs reducing outliers and apartments.
 - Letters to announce, market, etc. to Parents - no cost
 - Feather banners - no cost
 - Folders - normal supply cost
 - TBD Press Release, Mosaic pro bono, based on what information we can pull together around Catholic Schools week, open house etc.

- Facebook advertising - price range \$30 - \$100. Really cheap and we can use the digital image of the postcard on our site but also do some cheap simple Facebook ads for as little as \$30+.
- New Marketing committee member Lisa Evens
- Lisa Evens completed initial scope document for new website. We hope to finalize this and use it for bid process as a next step.