

St. Robert School Advisory Board (SAB) and Related Committees 2016-2017 Year in Review Summary Highlights

Focusing on the Future

- Held a Charting Our Future meeting and workshop for all school parents, building awareness of some of the headwinds the school faces and the opportunities that might be afforded by alternative Catholic school models, and engaging the parents in a workshop to learn what they valued today, what we should strive to achieve in the next five years, and what they might be willing to give up; a page was created on the school website to share all materials and discussion results
- Participated in three meetings of the North Shore Catholic Schools leadership, including one with Dr. Cepelka, Superintendent of the Milwaukee Archdiocese Catholic Schools, to begin to discuss potential collaboration ideas and a potential longer term vision for Catholic education on the North Shore
- Engaged in discussions with the leadership of the Wisconsin International Academy, including a presentation by their President to the School Advisory Board, regarding the possibility of St. Robert partnering with WIA to educate middle school students from China
- Assessed the school's leadership and governance and operational vitality against numerous established benchmarks over many meetings as part of a self-assessment in preparation for school's on-site reaccreditation review which will occur in October 2017
- Engaged in succession planning for open SAB positions

Communicating with Stakeholders

- Once again published an engaging School Annual Report that highlighted our Exemplary Recognition, capital improvements, future leaders and gratitude to our donors, among other things, which is used with both existing stakeholder and prospective school families. The Office of Schools of the Milwaukee Archdiocese sought permission to use this piece and our newly developed recruiting brochure as models for other Catholic schools in the Archdiocese to consider.
- Held a Coffee with the Principal focused on a Healthy School Climate and Culture
- Held a Coffee with the Principal focused on Looking to the Future—Partnerships and Possibilities
- Surveyed parents on our core value of Holiness
- Published four quarterly Alumni Newsletters highlighting alumni accomplishments, events in which they could connect with the school and the parish, and other features

Curriculum

- Discussed new Archdiocesan guiding principles for assessment and grading, with particular focus on the implications for middle school letter grades
- Held a Technology Showcase Open House for parents as part of Catholic Schools Week
- Supported the planned acquisition of new math and reading instructional materials

Marketing

- Developed a new eye-catching recruiting brochure with key facts about the school that is more condensed than the Annual Report
- Established a new prospective family referral program, offering current families a \$750 incentive for successful referrals of new families
- Conducted personal calls to families who toured St. Robert School but who did not choose St. Robert to better understand their considerations and assessed what we learned at an SAB meeting

- Supported the Catholic Schools Week Open House, including through enhancing content in our Open House folders for prospective families, Facebook advertising and staffing tours
- Discussing plans for enhancements to our logo and new school website targeted for the 2017-2018 school year

Development/Financial

- Engaged in a thoughtful consideration over multiple meetings of our anticipated revenue and expense for the 2017-2018 school year, including projected enrollment, benchmarks to determine appropriate staff support, class size, tuition, registration fees and band fees to help ensure the ongoing operational vitality of the school
- Met with the Parish Finance Council to discuss potential ideas to ensure the sustainability of the school
- Reintroduced giving clubs as part of the Annual Fund appeal
- Successful Annual Fund Kick-Off party hosted by Christopher (Chair of SAB Environment Committee) and Chris Adams; 100% participation in Annual Fund giving by SAB members
- Launched a new development initiative, a regular Annual Fund Current Parent Update

Capital and Instructional Improvements

- Applied for a grant with the Green School Consortium to remove asphalt and create additional green space on our campus. Although we did not receive the grant this year, our Environmental Committee Chair continues to build a relationship with the Consortium, including presenting at one of their conferences, to help position St. Robert for a potential grant in the future.
- Discussed a focus on technology for the auction paddle raise that ultimately led to raising funds for the new media center to be completed over the summer

Unfinished Business

- Publishing the results of the Holiness Survey
- A multi-year strategic plan for the school
- Exploring different organizational/governance structures for the school and updating governance documents (e.g., Bylaws)