

St. Robert School Advisory Board Meeting Minutes  
 February 8, 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, Joe Cincotta, Christopher Adams, Lisa Lesjak, Fr. David Zampino and Lisa Sweeney

Members Absent: Fr. Dennis

Guests Attending: Jian Sun (President, Wisconsin International Academy (WIA)), Jan Ebel, Jennifer Luna and Andrew Brehm

The meeting commenced at 6:05 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>			
	<ul style="list-style-type: none"> <li>• None</li> </ul>	N/A	N/A
<b><i>Associate Pastor's Report</i></b>			
	<ul style="list-style-type: none"> <li>• In Fr. Dennis' absence he passed along a few items through Fr. David                             <ul style="list-style-type: none"> <li>➤ There are unfounded rumors going around in the parish that our school is closing or that we are moving to a one-track school. Fr. Dennis believes it's important that we put some information out there reassuring parishioners and SRS families that we are not closing. The board and the NS schools have been</li> </ul> </li> </ul>	N/A	N/A

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	<p>working in collaboration to come up with the best plan not only for their schools, but the North Shore area as well. The communication should outline what we are discussing in regards to our sustainability as well as, the how, when and why</p> <ul style="list-style-type: none"> <li>➤ Fr. Dennis is working on an article regarding the realities that are going to impact Catholic education on the North Shore in the near future. He is deeply concerned about the future of Catholic education in this part of town and does not want to see our parishes lose this important ministry</li> <li>➤ Please talk up Parish Stewardship among your neighbors and fellow parishioners. We are \$28,569 behind in parish support as of the end of January</li> <li>➤ Fr. Dennis will be extending an invitation to our bishop elects to come and celebrate a school Mass here and at Holy Family. He is hopeful</li> </ul>		

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	<p>that they will be willing to do so sometime this spring</p> <ul style="list-style-type: none"> <li>➤ Fr. Dennis will be on vacation from 2/13 to 2/21</li> </ul>		
<b>Wisconsin International Academy Presentation/Discussion<sup>1</sup></b>			
	<ul style="list-style-type: none"> <li>• Since our last meeting three individuals from the Wisconsin International Academy (WIA) came to observe SRS</li> <li>• John and Lauren spoke with the President and Principal at Dominican HS</li> <li>• Jian Sun, President of WIA joined our meeting this evening to discuss the WIA Program</li> <li>• WIA is a residential program for high school students from China. This program was designed to help bridge the gap between Chinese students transitioning from high school to attending their dream American universities</li> <li>• In 2012 WIA launched with 38 high school students. Today, the program partners with five Milwaukee - area private high schools<sup>2</sup> and houses nearly 180 students</li> </ul>	<ul style="list-style-type: none"> <li>• The board has agreed that we will continue to discuss a potential partnership with WIA for either the 2017-2018 or 2018-2019 school year</li> </ul>	<ul style="list-style-type: none"> <li>• Next steps: <ul style="list-style-type: none"> <li>➤ provide WIA with our marketing materials</li> <li>➤ decide who we would send to China for marketing and recruitment (middle school teachers?)</li> </ul> </li> </ul>

<sup>1</sup> <http://www.english.wiaedu.org/>

<sup>2</sup> Catholic Memorial High School, Dominican High School, St. Thomas More High School, Pius XI High School, and Martin Luther High School

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	<ul style="list-style-type: none"> <li>• Students are housed at the former Blue Mound Gardens Restaurant and Days Inn in Wauwatosa</li> <li>• WIA provides Total Care Services: marketing and recruitment; admissions (help get necessary documents); travel plans (VISA's, how to get here); once in the states: living (housing and food); learning (tutors, lots of after school extra-curriculars); transportation (get the kids to where they need to go-WIA has vans and school buses); communications (communicate with their parents (live feeds))</li> <li>• The partner schools make recruiting trips twice a year to China, where prospective students are selected based on a required personal essay, TOEFL test score, financial capability, and the ability to speak English proficiently. In March, 28 people will be traveling to China for marketing and recruitment</li> <li>• For assistance with marketing, WIA will take the schools marketing materials and translate into Chinese</li> <li>• Families are very involved: fly</li> </ul>		

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	<p>here 3x/yr.; parent conference 2x/yr. in China; zero tolerance (if parents are called they will fly here)</p> <ul style="list-style-type: none"> <li>• Expected track: after HS stay here to get in college; goal is to stay for HS and college and return to China to take over family business; some students do end up staying in the states after college</li> <li>• Mr. Sun believes in transparency and anyone who wishes to visit their facilities is more than welcome to do so</li> <li>• In the past couple of years there has been an interest in starting a middle school program (children of the age 14 and 15 already come here for 9th grade). Mr. Sun feels that it's time to expand their program</li> <li>• Would like to start a middle school program for 7th and 8th grade with 2-3 schools</li> <li>• Other states are reaching out with an interest in this program (Iowa) (Chicago currently has five high schools participating in the program, however at the end of this school year, Queen of Peace High School will be closing their</li> </ul>		

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	<p>doors); local school interest – University Lake School (have expressed an interest in sending their children to China as well)</p> <ul style="list-style-type: none"> <li>• 1st year or two there is a learning curve for the teachers; WIA holds monthly meetings with the partnered schools</li> <li>• ELL teacher is provided by WIA; content is scaled down in first two years, but by Junior and Senior year they are in AP classes</li> <li>• Religion and SS: do not take traditional classes, but basic</li> <li>• Fr. David mentioned that his daughter attends Pius XI and is a friend with a WIA student; very positive experience</li> <li>• Social issue at middle school levels – would want a student advisor available after school for the kids to leverage; help shy kids to come out of shell</li> <li>• Ideal size for middle school commitment? No real magic #; 10-15% for a large school; start out with 2-3 students/class</li> <li>• Is it realistic to start this for the 2017-2018 school year; if we wait for the 2018-2019 school year we would be able to align with Dominican</li> </ul>		

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	<ul style="list-style-type: none"> <li>• Cost to families: WIA tuition (in 2015 was roughly \$40,000) plus school tuition (school sets their own tuition); these families can afford to send their children here</li> <li>• Contract: 90 day exit clause; looking for a 10-year commitment from partner schools</li> <li>• HBO recently filmed WIA, which will be posted on YouTube. Mr. Sun will pass the link along as soon as it is posted</li> </ul>		
<b>Principal's Report</b>			
Report on January 26th North Shore Catholic Schools Meeting	<ul style="list-style-type: none"> <li>• Lauren, John, Tom, and Fr. Dennis attended the North Shore Catholic Schools meeting</li> <li>• The meeting went well, however with the number of new people in attendance we had to take a step backwards to go forward</li> <li>• Lauren provided the board with notes from the meeting. Notes identified the Why, Archdiocesan Collaborations/Regional School Systems (school that already have moved to a non-parish school model), a couple of potential Models for the North Shore, Collaboration Pros and Cons, Areas for Initial Collaboration, and Next Steps</li> </ul>	<ul style="list-style-type: none"> <li>• Communicate with parents when we know more and likely after any article from Fr. Dennis</li> </ul>	N/A

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	<ul style="list-style-type: none"> <li>• Why the collaboration discussion? Catholic education is a primary mission of the Church; need to assure its viability into the future; when Catholic schools close, the community loses; and, objective should be to educate the greatest number of students possible; if one of us closes, will the others be able to accommodate the disenfranchised?</li> <li>• Tom commented that a lot of leadership is needed for this; needs to come from the clergy; there is a tremendous opportunity for this – compete with Shorewood and WFB</li> <li>• The Archdiocese has made the decision not to force any school model; it is up to the collaborating schools to work on this</li> <li>• Superintendent, Dr. Kathleen Cepelka, Ph.D. is willing to meet on a Saturday morning to discuss with the boards of the four schools</li> <li>• Possibly put something together to parents letting them know we are having these discussions to best position ourselves? After</li> </ul>		

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	Fr. Dennis' letter? As a follow-up to the recent "Charting Our Future" meeting?		
Continued Planning for the 2017-2018 School Year— Current/Anticipated Enrollment and Implications for Class Sizes and Staffing	<ul style="list-style-type: none"> <li>• Lisa provided the board with the updated 2017-2018 enrollment numbers. As of February 9, 2017, we are looking at 274 students, provided everyone registers (current families and new families); total registered is 175 students; there are 40, 8<sup>th</sup> grade students graduating at the end of this school year</li> <li>• We will be setting our tuition in March based off the current enrollment numbers as of March 8<sup>th</sup></li> <li>• We expect that the current one section 4<sup>th</sup> grade will continue to be one section for 5<sup>th</sup> grade. This model has worked well with additional specialized support coming from the middle school teachers. We may need to consider this for at least one other grade</li> <li>• Choice – if this is a direction we would want to explore, we would need to plan for the 2018-2019 school year; limit the number of students we would take in</li> <li>• Urban Scholars – we have 5</li> </ul>	N/A	<ul style="list-style-type: none"> <li>• Lauren will contact SFCC to discuss their interest in pursuing the Arrowsmith Program again</li> </ul>

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	<p>students; one visit during Open House</p> <ul style="list-style-type: none"> <li>• How is the enrollment at Marquette HS and Dominican HS? Both are Choice schools and put out a lot of scholarship dollars. DHS – 30% choice; roughly 27 WIA students; more than ½ of students receive scholarship dollars; \$140,000 was raised at their auction</li> <li>• St. Francis Children Center has expressed an interest in pursuing the Arrowsmith Program again. Lauren has not moved forward with this yet</li> </ul>		
Other	<ul style="list-style-type: none"> <li>• None</li> </ul>		
<b>Review of Assigned Benchmarks for Accreditation Self-Study</b>			
	<ul style="list-style-type: none"> <li>• Due to time constraints, we were unable to review this agenda item</li> </ul>	<ul style="list-style-type: none"> <li>• We will review the Benchmarks originally scheduled for review tonight in addition to the Benchmarks scheduled for our March meeting at our March SAB meeting</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, 13.1 5.4, 5.5, 6.4, 10.5, 10.6, 11.2 and 12.2 at our March board meeting</li> </ul>
<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
Catholic Schools Week Open House Debrief	<ul style="list-style-type: none"> <li>• 15 prospective families attended Open House vs. 16 last year</li> <li>• 80% of the families in attendance</li> </ul>	N/A	N/A

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	<p>indicated they heard about the Open House from individuals (current families/Fr. Peter Patrick) or groups (soccer team/girl scouts). Few heard of SRS through website, yard sign, postcard, Church bulletin, and email</p> <ul style="list-style-type: none"> <li>• See additional notes provided by the Marketing and Recruiting committee in the Committee Monthly Summaries at the end of these minutes</li> </ul>		
Status of Technology List for Emerald Auction	<ul style="list-style-type: none"> <li>• The Technology waterfall for the Paddle Raise is complete</li> <li>• Lisa Sweeney ran us through the presentation they will use for the Paddle Raise. Yes, it's a James Bond theme and will be a lot of fun!!</li> </ul>	N/A	N/A
<b>Adjournment</b>			
Adjournment	<ul style="list-style-type: none"> <li>• Next meeting will be March 8, 2017 at 6:00 p.m.</li> </ul>	N/A	<ul style="list-style-type: none"> <li>• The agenda for our March meeting will focus on tuition and Accreditation review</li> </ul>

The meeting adjourned at 9:01 p.m.

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

## February 2017 Monthly Summary of SAB Committee/Organization Activities

### Development Committee

- Regular monthly meeting postponed until Thursday, Feb 9
- All non-current parents in SE WI with an email address were invited to the Open House/Pancake Breakfast
- Annual Fund donors are receiving an Emerald Auction invitation
- Completing the mailing to all non-donor alumni, including the annually-added 10-year alums
- Quarterly Alumni Newsletter just completed
  - our fourth issue prompts review
  - successful in getting attention of alumni
  - successful in filling newsletter with alumni-focused news
  - mostly smooth production process
  - need to focus on extending reach, developing news sources, and obtaining alumni-generated submissions
- Working on target list of large donors for one-on-one meetings

### Education & Formation Committee

- Parent Survey on our core value of Holiness sent out on February 1, giving parents until February 12 to respond

### Marketing & Recruitment Committee

- *Successful Open House and Pancake event held on Jan. 29*
  - Well managed pancake breakfast that was fun and quantity met attendance with first time free offering
  - Book fair added additional attendance and was well placed in gym alongside registration
  - Open House Tour guides/students were well prepped, on schedule, and very engaging with families
  - Teachers informative and helpful with touring and current families
  - Classrooms and hallways colorful and well presented
  - Overall, well run and good event
- Website:
  - RFP being drafted
  - Offer review by anyone who would like to and could add value in editing - See Lisa S.
  - Need to engage with Technology Committee on effort
  - Intent to distribute in March

### Technology Committee

- Held a Technology Showcase Open House on January 31<sup>st</sup> as part of Catholic Schools Week