

Our Lady of the Lake Catholic School

School Board Minutes

October 7, 2014

Attendance: Voting Members: Cheryl, Linda, Mary, Jesse, Danny, Rick, Kirk, Fr. Tony
Non-Voting Members: Dr. Krocak, Rhonda, Kassie, Bob.

Absent: Voting Members: Mike, Molly.

1. Opening Prayer led by Fr. Tony. Reminder that faith is at the center of everything we do.
2. Board Membership.
 - Need to replace Tara's Secretary position.
 - Discussed candidates and voted to approve new member.
 - Action #1 Kirk to reach out to prospective member to confirm.
 - Next steps include elect new Secretary at November meeting.
 - Also discussed importance of board member and officer transition planning. Danny and Kirk officer terms (2 years vs board seats 3 years) are up in 9 months. Need to identify new officer candidates to be elected by next summer.
3. Kirk shared thoughts on 3 key elements of our current strategy including (1) implementing blended learning to build on our already strong foundation of academic quality, (2) continuing to foster our strong foundation of faith, (3) strengthening our marketing/web/enrollment/fundraising capability.
 - 3 key sub-elements of blended learning implementation (a) ability of key stakeholders (teachers, staff, board members, parents) to clearly and simply articulate what blended learning is, (b) technology/curriculum effectively and consistently implemented in each and every class room for each and every student K-8 and (c) communication processes effectively and efficiently implemented between key stakeholders including teacher, student, parent, administrator.
 - Still opportunity to improve certain elements of our faith foundation.
 - We need to have a consistent and effective game plan and playbook for marketing/web/enrollment/fundraising capability. This includes identifying a strategy for retention and pre-school conversion. Critical.
4. School and Communication Update led by Dr. Krocak.
 - Enrollment at 116.
 - Made decision to convert back to enhanced version of Jupiter for grading/communication. Archdiocese purchased a scaled back version of Cornerstone for all schools and functionality has been an issue for both OLL and other local catholic schools. OLL will re-evaluate January 1 after some of these issues with the software have been addressed by vendor. Teachers are very supportive of the temporary switch back to Jupiter and school expects to have it back up and running to full capability very soon.

- iReady and Kahn academy working well. OLL has known example of 8th grade students testing out of 8th grade curriculum and into 9th grade level work!
- There are still some gaps in curriculum where certain students are advancing past normal course work. Dr. Krocak working to resolve. Board including finance chair discussed and supports providing additional \$1000 of funding to help resolve.
- Received two grants of \$6000 each to help our continued implementation of blended learning technology.
- Have purchased and placed in service 45 Chrome books. Each middle school student has a machine. Also have 18 Acers and 20 desktops for lower grades. 1st/2nd grade have 1:3 ratio which isn't enough. May need to use tech grants funding to purchase additional.
- Blended Learning is operating in all grades K-8 for Math and Language Arts. This is typically what most/all schools focus on. Science and Social Studies would be next step.
- Discussed options for communication to parents/students (a) website (Holy Family) versus (b) Jupiter/Cornerstone once it is up and running versus (c) emails.
- Discussed need for criteria (3-4 key elements including minimum frequency, content, etc) to ensure consistent communication across staff and overall parent/student satisfaction.
- Action #2: Dr. Krocak to provide update on Jupiter and weekly communication from teachers to students/parents at November meeting.

5. Technology update led by Mary.

- Tech team has been meeting regularly. Great progress has been made.
- Website will be re-launched by November 1. This will be a tremendous effort. This work is critical as content needs to be updated on our website.
- Website is important for 3 reasons. First, prospective parents/students, current parents/students and other key stakeholders should be able to access key content to answer questions about the school staff, curriculum (need to highlight blended learning), faith foundation, history, parish, facilities, enrollment, class sizes, etc. This should highlight what differentiates OLL. Second, we need to leverage website for marketing/fundraising activities and key communication to parents. Third, we need to begin efficiently/effectively using social media to enhance our brand internally and externally.
- Discussed important opportunity to use social media to reach out to preschool parents in particular and focus on maximizing our conversion rate into lower school. Social activities need to be schedules with these parents as well to ensure they feel part of the school.
- Action #3: Mary/Danny/Staff to drive launch of new website over next couple of weeks.

6. Marketing/Enrollment update led by Kirk.

- Discussed need for finalizing the game plan.
- Kirk distributed last year's activities and calendar for board to review.
- Asked that each board member review and provide feedback before November meeting

- Kelly G to reach out to Brenda O'Donnel to help with revisions to Molly's marketing brochure. Will work with Dr. Krocak to update a few of the staff profiles and blended learning into curriculum pages. These need to be completed ASAP and we will print 250 copies to be distributed to school office (Phyllis), church office (Dana) and other key stakeholders.
- Action #4: Kelly/Brenda/Kassie/Kirk to finalize game plan working with Dr. Krocak. Needs to include reaching out to local builders as we have several large developments beginning north and south of Mound. Also needs to include continued outreach to Lake Minnetonka community and Parish community.
- Danny shared "best practices" calendar for enrollment/advancement.
- Action #5: Embrace and implement best practices calendar for OLL, which includes reachout in next couple of months on next year enrollment and tuition. Kirk to work with Rick and Dr. Krocak on this element of plan.

7. Fundraising led by Kassie and Danny.

- Very successful Golf event despite lower turnout we raised \$13k total, \$3k higher than last year.
- Great leadership by Jill Rose and Kelly Monet on Rake-a-thon. Combined with Spagetti dinner. Shooting for a goal of \$35k.
- Need to reconvene the fundraising committee and start having monthly or bi-monthly working meetings. Action #6: Kirk to work with Kassie, Mike and Rick.
- Fr. Tony and Rhonda working to schedule Ambassador's Dinner.
- Action #7: Rhonda to investigate how to make sure OLL shows up as "church and school" to enable matching gifts.