

## **Our Lady of the Lake Catholic School**

### **School Board Minutes**

**April 1, 2014**

**Attendance:** Mike Reier, Kirk Geadelmann, Jesse Neve, Rick Epple, Danny Patterson, Rhonda Eurich, Melinda Young, Dr. Constance Krocak, Linda Johnson, Molly Price-Munson, Mary Ament-Johnson, Cheryl Hibbard, Jen Reier, Fr. Tony O'Neil and Tara Collins

#### **Opening Prayer**

- Fr. Tony

#### **Minutes**

- 3-6-14 minutes approved with minor edit.

#### **Enrollment Update**

- 63 people enrolled
- Preschool – 13 (10 are full-time)
- Action made to strike the "Fair Share" language – as it causes confusion – need to clarify tuition cost vs. fair share
- Keep tuition and "Help a Student" separate. Pay your \$5,000 tuition, and if you choose – you can then Help A Student with any remaining amount you'd like to contribute – Help A Student is a tax deductible, charitable donation.
- Discussed need to follow up with the families that are a firm "no". Connie indicated that all families have been talked to.
- Need to reach out to families that have not registered yet. Discussed sending a letter and/or email reminding them of the deadlines, and also indicate that we will be following up with a phone call if we haven't heard from you.
- 2014-2015 school year – need to set a hard deadline for financial aid applications and enrollment. Although we've let them slide in the past – we just can't continue doing that.
- Financial Aid – motion to extend to Preschool families – motion approved.
- Mike Reier made the point that we need to "make a statement about what we're doing next year and the following year with the school". This should be done in May after we have a better handle on projected enrollment and have completed the budget for next year. To promote middle school and foster retention ensure to reinforce facts that our 8th grade graduates are enjoying tremendous success during their freshman year. We need to discuss how to communicate this message. I'll take this item as an action.
- Bob & Danny points that we need to schedule K/pre-K social functions with parents/families to facilitate relationship building and a comfort with the school that will make pre-K families feel welcome. We need to identify someone to lead this action item. Side note: I spoke with Tricia this morning and we are very possibly trending to have a 20+ child (full) pre-school next fall!!!
- Cheryl agreed to coordinate an enrollment table at Blast.
- Cheryl and Molly agreed to coordinate a presence at Festival of the Lakes in mid July.
- Kelly to work with Dr. Krocak to develop enrollment banners to permanently place outside the school during enrollment periods (always or perhaps only winter/spring and maybe summer)

#### **Fundraising Campaigns for Helping**

- Discussion around the "Fund A Student/Help A Student" campaign
  1. Enrollment tie-in
  2. Spring Help A Student

### 3. Fall/Parish Help a Student

- Explored idea of renaming it – “Invest in a Student”

#### **Enrollment Activities**

- School board reviewed current enrollment marketing activities and plans.
- Easter Egg Hunt – goal to get the younger families to volunteer – when you get involved, you naturally become more committed. Want to ensure volunteers are mingling – continuing to get the word out that OLL is here to stay and that we’re doing some really awesome things here.
- Middle School emphasis – need to keep focused on middle school – and retaining those kids. Continue to market past students’ successes, need more emphasis on science.
- Parish outreach – we actively sought out discussions with our local Mound parishes during the Save our School campaign – but have discontinued those efforts – Fr. Tony to take lead on restarting those discussions.
- Family recruitment incentive/coupon – Mike drafted one during the meeting – need to follow up on this.

#### **Fundraising:**

- Alumni Campaign – need at least one more volunteer – Jen Reier to recruit
- Goal was to kick this off mid-April at the latest.
- BLAST
  - Volunteers – need to encourage ALL parents to sign up for multiple shifts
  - Sponsorship – hoping to reach \$40K in sponsorship
  - Social media – need to like, comment, and share FB posts to continue to get the word out.
  - 96.3 radio advertising to begin in mid-April – should see spike in ticket sales
  - Student ticket sales contest – Kirk leading this effort

#### **Closing Prayer /Meeting adjourned**

**Next meeting – May 1, 2014**