

Our Lady of the Lake Catholic School

School Board Minutes

August 1, 2013

Attendance: Kirk Geadelmann, Fr. Tony O'Neil, Rick Epple, Danny Patterson, Rhonda Eurich, Mike Reier, Mike Mahota, Jesse Neve, Dr. Constance Krocak, and Tara Collins

Guests: Kelly Geadelman and Ray Svobodny

Approval of Minutes: Motion Danny, Rick 2nd carried

Budget Discussion:

- Need to clearly communicate that we have a very strong 3-year plan, that if managed correctly, and enrollments increase, will be the foundation to a strong future.
- Our Benchmark Numbers
 - Enrollment is 115, sustainable
 - School Fundraising: \$200,000 minimum
 - Savings Account: currently \$310,000 must stay above \$175,000
 - Parish commitment is \$160,000, last year the school received \$216,000 from the Parish
- Motion Mike, second Danny, All Yes, Budget Approved

OLL+

- Staff is working on before and after school curriculum – already scheduled:
 - Robotics – morning/afternoon
 - Blogging – morning/afternoon
 - Art experience – afternoon
 - Liturgical choir - morning

Staffing:

- Staffing has been finalized – plan to be communicated in August
- Time spent on Language Arts and Math has increased for the middle grades

School Marketing:

1. Need to determine averages from other churches that have schools – what percentage of “active” families send their children to the school
2. We have to increase market share from 3%-6% to 6-10%
3. Building credibility, is our biggest challenge, Connie is on the path
4. Target is 115, stretch is 120
 - a. Must achieve through preschool

- b. Need to also target 5-8, target those transitioning from elementary schools to Grandview.
5. Consistency in messaging is critical, Father and Connie want to sign off on messaging
6. Stephanie Greene will be editor
7. Guidelines are being created
8. Messaging consistent to fundraising and marketing
9. Need to leverage our parents
10. We will need some asks for our parents, volunteering for PTO, community is critical, we are a community
11. Establishing open house schedule – looking at October timeframe and having open houses during the school day, as well as in the evening. Need to have tuition set in early/mid-January, so people can make a decision.
12. Mass for students and parents is tentatively scheduled for Sept 25
13. CSDP.US great resource for best practices, consulting organization
14. Awareness works, missed opportunity at Spirit of the lakes
15. Beginning in September – invite families for dinner with Fr. Tony

Miscellaneous

1. Weekly School Discussion, cool events, integration with faith formation. Having Faith Formation staff back in the school is excellent and will only help foster this.
2. Need to develop relationships with the other Catholic churches in the area that don't have schools, and gain access to give overview of Our Lady of the Lake Catholic School
3. Alan offered to be church liaison, with other, non-Catholic churches in Mound – Fr. Tony wants to be sure we're clear on messaging for this – at the core, we are a Catholic school, so need to determine best way forward