

Diocesan Catholic School Board (DCSB)
Cathedral Square Center - Room D/E
Minutes
Tuesday, January 16, 2018

Meeting called to order by Sue Haas-Williams at 6:33pm.

I. **Prayer** offered by Sue Haas-Williams.

II. **Roll Call:**

Present: Jill Annable, Andrew Blum, Rev. Tom Cavera, Deacon Bill Charron, Dave Faber, Sue Haas-Williams, Jo Jones, Phil May, Rev. Mark Peacock, Dick Schneider, Dave Sipka (via conference call), John Vande Guchte, Leah Wareck

Absent: Rosa Fraga, Roberto Torres

Others Present: Greg Ghering, Shelley Hofmann

III. **Communications:** none

IV. **Approval of December Minutes:** approved as written

V. **Discussion Topics:**

A. BCSI Update – Marketing Communications (Greg Ghering)

Greg reviewed current marketing metrics including:

- **CatholicSchools4U.org** – traffic over the three months mid-October through mid-January has decreased since previous three months mid-July through mid-October, likely due to the needs of viewers during this non-enrollment period. However, a greater portion of our visitors are returning visitors who are exploring the website beyond the first page.
- **Facebook** - In the most recent three months, the number of likes has increased; but other metrics are down, likely contributed to the lack of social media advertising during this time. We will be using some of our budget to run social media ads around Catholic Schools Week, and we expect these metrics to increase at that time.
- **Budget** – We have used about 92% of our budget and another 1% will be invoiced. We still have about 3.4% in services to be performed and invoiced. About 3.8% budget savings will be used for more advertising.
- **Next round proposal** – Greg is working with FAITH Catholic to develop a proposal at \$150,000 for the next round of marketing.
The goal is to continue the value-added marketing activities. We would consider increasing this budget for the right value-added impact. Additional consideration is behavioral targeting advertising, additional social media advertising, and customized regional advertising for schools.

Additional marketing activities include: the relaunch of the DCSB Marketing Committee, production of several more school videos, publication of additional blog articles, arrangement of TV coverage for two students and their mission trip to Bangladesh, and preparation of media releases and interviews for Catholic Schools Week.

A suggestion to livestream and/or record school concerts and share on social media was offered. This would be a great way for family members in different countries to see the

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concerts.

St. Thomas's social media campaign, #WeAreSaintThomas, is very appealing and effective. It was suggested that St. Thomas should market and sell to other dioceses. It would be helpful to outline how they put the campaign together and to share with other schools in our diocese.

B. Board Summit Response Discussion Continued:

The board agreed that a collective spring summit with most of the committees having individual sessions would be helpful. Sessions would include: Admissions, Development, Strategic Planning, Marketing, possibly Finance, and possibly Mission Effectiveness. This summit would need to be promoted differently than the fall summit in order for schools to pick the sessions most needed. We need to encourage all school boards to attend even in lieu of a month's board meeting.

Shelley will check the week of April 19 and the week of April 23 for availability in the Wege Conference Center. A Thursday evening worked well in the fall. Shelley will check Confirmation schedule.

We will want to get a "Save the Date" email out ASAP. DCSB Committees should begin planning agendas for the spring summit.

VI. Committee Reports

A. **Admissions Committee:** no report

B. **Finance Committee:** report included with agenda was reviewed.

The committee is continuing to work on how to utilize limited diocesan resources and how to communicate best practices for parishes.

C. **Strategic Planning Committee:** report included with agenda was reviewed.

Some suggestions to improve the strategic plan template were mentioned at the fall board summit. These improvements have been completed. There was also a request for a Google slide of the map template, which the committee will design. The committee also updated the Strategic Planning guide and is working to determine its next activities. The committee is considering how to help individual schools with their strategic planning processes in accordance with the accreditation cycle. Additional consideration for the committee would be follow-up with schools on the implementation of their strategic plans.

D. **Executive Committee:** no report

E. **Mission Effectiveness Committee:** no report

F. **Marketing Committee:** no report

G. **Development Committee:** report included with agenda was reviewed.

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The committee has continued discussions of the 529 plan and how best to educate and market the 529 plan to families in our schools. The committee also continued discussion on the Development Office and how they might integrate with diocesan development efforts.

VII. **Superintendent/Asst. Superintendent Reports (questions addressed):**

New school activities are moving forward swiftly. The principal, Liz Peters, is gathering new family interest, working on enrollment forms, building relationship with founders and the Board of Directors, etc. There are regular meetings with AMDG Architects and Erhardt Construction regarding facility renovations and construction timeline.

VIII. **Action Items:** Set date for DCSB Spring Summit (confirmed for **Thursday, April 26, 2018**) and plan committee agendas.

IX. **New Business:** Succession planning for priests/review of draft recommendation to Bishop. Add the role of the DCSB in the implementation of this recommendation.

The proposal for succession planning of priests was reviewed. A recommendation of an introduction to the Diocesan Catholic School Board was incorporated into the proposal. The board agreed to present the proposal, with invitation to attend a Diocesan Catholic School Board meeting, as written to Bishop Walkowiak.

The date for the March meeting falls on the night for the Chrism Mass. We will move our March meeting to **Monday, March 19, 2018**.

X. **Closing Prayer:** Prayer for Enrollment Growth was prayed by all.

Adjournment: Meeting was adjourned at 8:30pm.

Next meeting is Tuesday, February 20, 2018.
March meeting moved to Monday, March 19, 2018.
DCSB Spring Summit is Thursday, April 26, 2018.