

Diocesan Catholic School Board (DCSB)
Cathedral Square Center - Room D/E
Minutes
Tuesday, May 8, 2018

Meeting called to order by Dave Sipka at 6:32pm.

- I. **Prayer** offered by Dave Sipka.
- II. **Roll Call:**

Present: Jill Annable, Andrew Blum, Deacon Bill Charron, Dave Faber, Rosa Fraga, Sue Haas-Williams, Jo Jones, Phil May, Rev. Mark Peacock, Dick Schneider, Dave Sipka, Leah Wareck, John Vande Guchte

Absent: Rev. Tom Cavera, Roberto Torres

Others Present: Suzi Furtwangler (St. Thomas), Greg Ghering, Shelley Hofmann, Missy Meighan (St. Thomas)
- III. **Communications:** none
- IV. **Approval of March Minutes:** approved as written
- V. **Discussion Topics:**
 - A. **BCSI Update – Marketing Campaign Update (Greg Ghering)**

Greg Ghering presented updates on various marketing activities.

 1. Marketing Campaign
We have entered into another campaign with FAITH Catholic for \$150,000, which will include: continued consultation, 2-3 webinars, tech support for our website, campaign videography for students to represent the four elements of our campaign, banners to parishes without schools, postcard campaign, billboard advertising, social media ads, display ads, and YouTube ads.
 2. Print Portal
We have added flexibility to the print portal to include a photography option and screen printing. Schools have until the end of May to use up their print portal credit for this fiscal year. Only a few schools have not used their print portal credit this year.
 3. Blog
Sacred Heart Academy religious sisters was most popular blog.
New principals at St. Anthony of Padua and SS. Peter & Paul Ionia were the next most popular blogs.
Greg reviewed some metrics, which suggest we are trending in the right direction in terms of marketing.
 4. Media coverage
We have had some great media coverage including Holy Family Radio, Fox 17 and other local venues during Catholic Schools Week and local coverage of the two new principals.
 5. Video/Photography
Greg continues to expand video and photography opportunities and ways to publish.
More schools are showing an interest in Greg’s assistance with video and photography.
One example is St. Charles’ “Arms Wide Open” campaign.
 6. Marketing Committee Activities

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The Marketing Committee recorded a webinar in late February on “We Are St. Thomas” campaign. Next webinar will be held this summer. The committee featured case studies at the Spring Committee Summit. Schools seem to be very interested in hearing from each other. The Marketing Committee is considering adding an alumni engagement, a realtor engagement and a session on adopting a school app.

Greg has been receiving more inquiries from other dioceses on our best practices. A lot of dioceses do not have a Marketing Communications Coordinator but are very interested in the work Greg is doing.

B. Board Committee Summit Feedback/Debrief

Feedback was all positive. Participants walked away with concrete practices that could be easily implemented. There was a sense of enthusiasm and a desire for more collaboration. Next Summit is scheduled for November 7, 2018.

C. School Feature – St. Thomas Inclusion Program – Suzi Furtwangler and Missy Meighan

Suzi and Missy presented an overview of St. Thomas the Apostle School’s inclusion program. Based on their school’s mission, “dynamic education centered in Christ”, St. Thomas does not want to turn away any family for Catholic education for their children. St. Thomas School believes inclusion is not a place, not a disability issue, and not about starting over; but rather, inclusion is about giving support so all students can be successful. It treasures diversity and builds community.

What St. Thomas does:

- Early intervention
- Reading/math intervention to close achievement gaps
- Develop and manage 504 plans and Individual Student Plans (goals and objectives for student)
- Provide enrichment for student to learn and grow in unique ways
- “Circle of Friends” program to provide avenue for developing friendships
- Partnership with Christian Learning Center (CLC)
- Ongoing collaboration with teachers

Future plans include: a sensory room, additional resource materials for student support, and increased enrichment opportunities.

How do they afford it?

St. Thomas School has been on a 10-year journey of growing their student support services department with the intention of being able to serve all children.

- Creatively use Title IIA funds
- Registration forms include opportunity to give
- Dedicated volunteer fundraiser
- 80s prom event
- Hearts for Inclusion

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Why it works?

- Passionate outreach to community
- Administrative support
- Commitment from pastor
- Teacher buy-in
- Professional development
- Parent community support
- Partners within the greater community
- CLC Partnership

VI. **Committee Reports**

- A. **Admissions Committee:** report included with agenda was reviewed. The Admissions Committee has sent applications to principals and high school chaplains for the Vocations Scholarship.
- B. **Finance Committee:** report included with agenda was reviewed. There is some transition at the diocesan level which will help the Finance Committee move some initiatives forward in the near future.
- C. **Strategic Planning Committee:** no report. There are some individual schools who have inquired about support for their strategic planning processes. As a board, we should take an opportunity to evaluate our own progress on our strategic plan.
- D. **Executive Committee:** report on board transitions/nominations. Sue's and Deacon Bill's terms are up in June. Roberto is at the end of his first term. Father Mark's one-year extension is also complete. Dave S. and Dave F. are working on nominations. Clergy/religious representation and diversity are important. Board members should submit names of potential candidates to Dave S. and Dave F. for consideration.
- E. **Mission Effectiveness Committee:** no report.
- F. **Marketing Committee:** no report. Another webinar will be planned for this summer. The committee is interested in feedback on alumni relations at our schools.
- G. **Development Committee:** no report. There has been some discussion about broadening development efforts for the diocese as a whole. The committee is going to identify and develop some new goals in line with the strategic plan.

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

Some initial exploration has begun in the northern parishes of Fremont, Newaygo, White Cloud, and Brunswick for considering if there is potential for Catholic education in that area of the diocese. All Saints parish in Fremont seems to be a location for continued exploration.

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The St. Robert ground-breaking ceremony was beautiful and well attended.

VIII. **Action Items:** none.

IX. **New Business:** Please complete the OCS/Superintendent survey by June 8. Also, remember to submit names of board candidates to Dave S. and Dave F.

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

Adjournment: Meeting was adjourned at 8:43pm.

Next meeting is Tuesday, June 19, 2018.