

Diocesan Catholic School Board (DCSB)
Cathedral Square Center - Room D/E
Minutes
Tuesday, October 17, 2017

Meeting called to order by Dave Sipka at 6:30pm.

I. **Prayer** offered by Deacon Bill Charron.

II. **Roll Call:**

Present: Jill Annable, Andrew Blum, Rev. Tom Cavera, Deacon Bill Charron, David Faber, Rosa Fraga, Sue Haas Williams, Phil May, Rev. Mark Peacock, Dick Schneider, Dave Sipka, Roberto Torres, Leah Wareck

Absent: Jo Jones, John Vande Gutche

Others Present: Greg Ghering, Shelley Hofmann

III. **Communications:** none

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

V. **Discussion Topics:**

A. BCSI Update – Marketing and Communications (Greg Ghering)

Greg reviewed various metrics and analytics for the marketing campaign performance. Social media ads, including Facebook, Instagram and Google AdWords, have performed well and are cost effective. Videos have also done well and are low cost. Website traffic, billboards and radio ads have been additional instrumental parts of the campaign.

Greg surveyed parents targeted during the marketing campaign. Returning families, new families, and families who have been away from Catholic schools for 1+ years, indicated overall the most important feature of our schools was quality of education. Catholic curriculum and school reputation were also named. Scholarships opportunities was the least effective messaging according to this survey. All marketing campaign elements were named at least once. In a Principals' poll, there were mixed reactions to the marketing campaign.

Greg reviewed the marketing campaign elements and our financial investment to date. All existing templates on the print portal are being redesigned. This will take place over the next 1-3 years. Greg is working with FAITH Catholic to develop a proposal for next round of marketing. He is proposing adding to our target audience including retention from preschool to Kindergarten, 5th grade to 6th grade, and 8th grade to 9th grade.

Greg reviewed other activities he has scheduled and completed including blogs, filming of marketing videos for 2 schools, helping 12 schools with print portal shared service, press releases, radio interviews, WZZM "Sunrise Sidelines" live shot at West Catholic, and celebrating the one year anniversary of the weekly Marketing Minute.

A board member suggested the idea of creating a brochure template that compares an individual Catholic school to the local public school. This could be an effective way to help families who are choosing between the Catholic school and public school in their area.

Diocesan Catholic School Board (DCSB)
Cathedral Square Center - Room D/E
Minutes
Tuesday, October 17, 2017

A Spanish version of the Bridging Faith and Future tri-fold brochure and narrative is being developed, and a Spanish video will be coming soon.

B. Board Summit Planning Coordination

We have received over 100 RSVPs for the Board Summit. Dave, Sue, and Renee are working through detailed agendas and information that will be shared at the Summit.

A Strategic Planning Facilitator's Guide will be shared with all Summit attendees. A PowerPoint template is available for individual schools to use in their own strategic planning process.

C. New School Market and Facility Feasibility Study

We have completed the market feasibility study, and the data in terms of market and enrollment is very positive. The facility study has also been completed and outlines the timeline for construction along with the initial capital expenditures required and future expenses as additional space becomes needed. We are in the decision-making portion of the study. To avoid mixed messages within the community, please maintain confidentiality of the study results until a final announcement is communicated.

VI. Superintendent/Asst. Superintendent Reports (questions addressed):

Dave and Jill attended the MANS Administrators' Conference last week, which was time well spent in networking with other school leaders. Involvement and information sharing among the principals is increasing.

Jill also attended and presented at a national conference for inclusion. Our diocese was identified as a leader in best practice for a student support network. We have potential opportunities to work with Notre Dame and Loyola who are the two universities conducting research on inclusion in Catholic education.

Dave will attend the Catholic Leadership Summit with 350+ school superintendents and leaders next week in Phoenix. Dave will be one of four on a panel to talk about school vitality, the WINGS model, and Bishops' Catholic School Initiative. Additionally, Dave has been asked to participate in a lunch meeting with innovative superintendents on their market research and efforts. Dave will also participate on a panel following the keynote presentation on the revealing of the new NCEA market research.

Diocesan PD Day for all teachers and school leaders is planned for October 27.

VII. Committee Reports

A. **Admissions Committee:** no report

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

C. **Strategic Planning Committee:** no report

D. **Executive Committee:** Dave S. confirmed committee appointments: Leah to chair the

Diocesan Catholic School Board (DCSB)
Cathedral Square Center - Room D/E
Minutes
Tuesday, October 17, 2017

Marketing Committee; Phil to serve on the Mission Effectiveness Committee; Andrew to serve on the Development Committee; and Father Tom Cavera to serve on the Mission Effectiveness Committee.

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

F. **Marketing Committee:** no report

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

The Development Committee has been very active in developing a best practices manual. This manual will be made available to those attending the development session of the Board Summit. The Development Committee will also be meeting with Mike Jandernoa for a consultation on how to move the Development Office forward, how to approach business leaders, etc. The Development Committee was invited to participate in an Ed Tax Credit coalition.

VIII. **Action Items:** Recommendation for the training of new priests in parishes with schools and offer the support of the DCSB in this training.

IX. **New Business:** One suggested topic for a future meeting: Preparing a recommendation for consideration by Bishop Walkowiak regarding succession planning for pastors of Catholic schools. Is there something the DCSB could do to help orient and train a new pastor of a parish with a school? From a wider perspective, how do we standardize procedures and systems among parishes to help in training new pastors? There is a need to determine context for recommendation in conjunction with Bridging Faith and Future and the mission of schools. A draft recommendation is being prepared for the board to review at its December meeting.

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

Adjournment: Meeting was adjourned at 8:30pm.

Board Summit is Thursday, November 9, 2017.
Next meeting is Tuesday, December 5, 2017.