

Diocesan Catholic School Board (DCSB)  
Cathedral Square Center - Room D/E  
Minutes  
Tuesday, February 19, 2019

I. **Prayer** offered by Dave Faber.

II. **Roll Call:**

**Present:** Jill Annable, Dave Faber, Rosa Fraga, Sue Haas-Williams (Advisory), Phil May, Sr. Rosita Schiller, Dick Schneider, Dave Sipka (via phone), Leah Wareck, John Vande Guchte

**Absent:** Andrew Blum, Rev. Tom Cavera, Jo Jones, Rev. Godfrey Onyekwere

**Others Present:** Greg Ghering, Shelley Hofmann, Luzia Tartari

**Communications:** none

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

IV. **Discussion Topics:**

**A. BCSI Update – Admission Enrollment Update (Luzia Tartari)**

Luzia reviewed enrollment for the current school year and projections for next school year. We had 423 students not re-enrolled for the current school year. Quality of academic programs, classroom/school atmosphere, and affordability/finance were the top three reasons given for not re-enrolling. Luzia also discussed the Admissions Advocates' outreach efforts and results.

**B. BCSI Update – Marketing Communications Update (Greg Ghering)**

Greg shared a draft of the marketing campaign for 2019-20. The campaign includes an emphasis on targeted and interactive marketing. It focuses on brand awareness and keeps overall marketing costs steady.

Luminate Online is a software program that offers streamlined, personalized, online marketing to prospects. Luminate Online ties in with Razors Edge database records. We will be able to market to families with school-aged children who are not currently enrolled in our schools. These families will be sent tailored, automated emails. The goal for implementation is March. Luminate Online includes a development component which hopefully will be utilized in the future.

Greg reviewed the overall performance of the 2018-19 marketing campaign compared to the 2017-18 marketing campaign. The focus for 2018-19 was strategic spending of marketing dollars to gain more effective outreach, which was achieved.

We have been doing some Spanish radio interviews with La Mejor, and we are seeing more traffic on social media from Spanish speakers.

We are testing IP address targeting versus geofencing. We have picked a sample of large parishes and put a geofence around them. As people enter these areas, they will receive online marketing for our schools.

Diocesan Catholic School Board (DCSB)  
Cathedral Square Center - Room D/E  
Minutes  
Tuesday, February 19, 2019

**C. Welcome Scholarship Decision**

Dave addressed questions about Welcome Scholarships and asked Board members to share any feedback they have heard.

Going forward, the Bishops' Scholarships will be funded through the CSA campaigns of parishes without schools.

**D. Program Effectiveness Survey Feedback**

The Mission Effectiveness Committee reviewed the results of the 2017-18 Program Effectiveness Surveys and prepared a feedback summary. Year over year, the lowest score of the Program Effectiveness Surveys is "school consistently shares its financial plan with the school community". The three lowest scores are in the areas of operational vitality: school consistently shares financial plan, facilities plan and technology plan.

A second observation of the Mission Effectiveness Committee is Catholic Central High School and West Catholic High School are underperforming versus the diocese on the parent surveys, particularly in the area of Mission and Catholic Identity. In addition, although both CCHS and WCHS parent surveys show improvement in all pillars for the first four years, there is a decline in year 5. Year 5 scores have been impacted by major events with negative implications at both schools. National events also impact our schools.

With less parent involvement and more direct communication with students, communication with parents is more challenging for the two largest high schools. However, CCHS and WCHS need to ensure effective communication with parents. Additionally, as a diocese, we need to help schools proactively communicate with families regarding national events that impact the Catholic Church.

**V. Committee Reports**

A. **Admissions Committee:** report included in the packet was reviewed.

B. **Finance Committee:** no report. The committee hoping to start meeting again in March.

C. **Strategic Planning Committee: New School Feasibility Study Feedback**

**PLEASE KEEP THIS CONFIDENTIAL.** At the last meeting, we shared the process of new school feasibility study and asked for feedback on the new school survey. The next step will be for Dave to review with the Bishop. Once we have Bishop's blessing, Sue and Dave will meet with parish staff to gauge interest and to get their feedback on the survey content.

D. **Executive Committee:** no report

E. **Mission Effectiveness Committee:** report included in the packet was reviewed.

Sr. Rosita talked with our principals about Scholastic Book Fairs and alternative options. Some schools are offering alternative book fairs and inviting principals to check them out. One school will be meeting with Scholastic Books to educate/inform Scholastic of our

Diocesan Catholic School Board (DCSB)  
Cathedral Square Center - Room D/E  
Minutes  
Tuesday, February 19, 2019

Catholic identity and to see if they can offer our schools appropriate, faith-based book fairs. We also need to look at the book fair offerings through a diverse lens to ensure the books appeal to our inclusive student population.

F. **Marketing Committee:** no report. Greg gave update at the beginning of the meeting.

G. **Development Committee:** no report

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

Dave shared a copy of the pastoral letter, "Open Wide, Our Hearts", with board members. This letter will serve as the theme of our Back to School Celebration and our professional development for teachers and principals in 2019-20. We will continue to address the need for conversion of heart and inclusion of all students.

Board member training – Dave found a new resource from NCEA that includes a checklist of 150 separate items every school board member should know. After reviewing the DCSB bylaws and school board bylaws, we should consider adding a "committee on new members" to recruit, orient and train new board members. At the Spring Summit, Dave would like to meet with Executive Committees and discuss how to establish a "committee on new members" on each school board.

Renee Vaughan-Dwyer will assist with the Spring Summit. Each DCSB committee should begin to brainstorm its session for the Spring Summit.

More time is needed to review all of the bylaw changes. If the committees want to submit any changes to their description, please submit by March 19, so members can review all proposed changes before the March 26 board meeting at which the revised bylaws will be voted upon.

VII. **Action Items:**

1. Submit committee bylaw changes by March 19. Vote on amended bylaws at March 26 meeting.

DCSB bylaw revisions include:

- The realignment of the Mission and Vision section. A suggestion was made to consider adding Jesus Christ, our Savior and Lord, into the Mission and Vision section.  
Proposed wording: "In conjunction with the Office of Catholic Schools, the mission of the Diocesan School Board is to support, grow, and enhance Christ-centered Catholic education for students in the Diocese of Grand Rapids. We do this by providing collaborative and strategically-focused leadership, mentorship, and expert recommendations to the Bishop and the Superintendent of Catholic Schools that enhance the quality and growth of Catholic schools within the diocese."
- Committees – revised to allow a non-Catholic member to serve on the DCSB; also align our committees to the committees of school boards.
  - Building and Grounds – combined for our DCSB

Diocesan Catholic School Board (DCSB)  
Cathedral Square Center - Room D/E  
Minutes  
Tuesday, February 19, 2019

- Planning and Policy – combined for our DCSB because DCSB is not a policy board. But we need to think about this for our schools.
  - Marketing and Communications – combined for our DCSB.
  - Mission Effectiveness Committee instead of Catholic identity – the committee would like to revise the description to better align with the goals and work of the committee
  - Admissions and Enrollment Committee.
2. Committees should plan their breakout session for the Spring Summit.
  3. Plan to show the DCSB the Accreditrac system at a meeting this year.
  4. Address governance model and the relationship between school boards and the Superintendent.

VIII. **New Business:** no new business.

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

**Adjournment:** Meeting was adjourned at 8:12pm.

**Next meeting is Tuesday, March 26, 2019.**