

Diocesan Catholic School Board (DCSB)
Cathedral Square Center - Room D/E
Minutes
Tuesday, June 18, 2019

I. **Prayer** offered by John Vande Guchte.

II. **Roll Call:**

Present: Jill Annable, Andrew Blum, Rev. Tom Cavera, Dave Faber, Rosa Fraga, Sue Haas-Williams (Advisory), Phil May, Rev. Godfrey Onyekwere, Sr. Rosita Schiller, Dick Schneider, Dave Sipka, John Vande Guchte, Leah Wareck

Absent: Jo Jones

Others Present: Shelley Hofmann

III. **Communications:** none

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

V. **Discussion Topics:**

A. BCSI Update – Marketing Communications Update (Dave Faber on behalf of Greg Ghering)

Report included in the meeting packet was reviewed.

Several questions/concerns were raised and will be shared with Greg.

1. Social media traffic seems to be diminishing, especially over the last three months. *Faith Catholic* has adjusted some of the tactics to try to correct some of the decline. For Facebook advertising, we had narrowed the target market but now have re-broadened the market to see if traffic increases. What is Greg's analysis of why there is less traffic in some of the digital pathways?
2. What are we doing in terms of follow-up on marketing ideas for a specific school? Marketing is up to the individual school; OCS does not currently have the resources to follow-up on and/or implement every idea for every school. While this approach may seem more reactive than proactive on the part of OCS, we hope to get to the point where our OCS approach is more proactive. More schools are seeing the value of Greg's marketing efforts and are asking for help. We need to determine how to prioritize the growing needs of our schools.
3. What is the online contest? Dave gave a brief overview of the new online contest. It is our hope to increase social media traffic, exposure of our schools, and ultimately enrollment. We are working to engage parent ambassadors who are active on social media in positive ways to keep the traffic on social media up throughout the summer.

4. How do we compare to other dioceses in terms of enrollment? We are regularly hearing from other dioceses who are interested in our efforts with enrollment growth, particularly the roles of the Admissions Enrollment Field Consultant and the Admissions Advocates. Dave reported a recent conversation with the Chancellor of Education in the Diocese of Allentown, a diocese that also invested in enrollment growth and had experienced three consecutive years of growth, who we modeled our welcome scholarship after their transfer grant initiative, where they have experienced a couple years of slow decline during the duration of the Pennsylvania Grand Jury investigation into clergy sex abuse.

The question was raised – is the current enrollment goal realistic, and it was suggested that we look at week-over-week enrollment during the three years of enrollment growth compared to what we are trying to accomplish over the next 14 weeks prior to count day. Is it realistic to expect we will enroll 574 students this summer?

B. Summit Feedback and Session Summary Notes

In reviewing the notes on the Spring Summit, 100% of participants said the Summit was helpful.

Some key points include:

- A suggestion to house all schools' strategic plans in a place where schools could access others' plans.
- Continuous enrollment is a popular topic.
- Mission Effectiveness session participants recommended one summit session per year as enough.
- Development Cohort intends to meet more frequently on a regular basis.
- Strategic Planning participants are usually the schools who are facing the process. It was interesting to see the different processes a couple of schools have used. We have 9 schools who are going through Accreditation site visits this year, so they will be going through Strategic Planning again in about a year.
- The need for board training was repeatedly recognized. We have scheduled New Board Member Training on August 21 from 6:30-8:30pm at Cathedral Square. We need to communicate "save this date" to board chairs and principals.

Who came to the Summit? About half of the schools were represented at the Spring Summit. Were these the same schools who have attended in the past? We should look at the schools who have attended to see if there are any that are not participating.

C. Superintendent's Greatest Challenges List

The board went into closed session for this discussion. The board asked Dave F. to categorize the list and prioritize the top three challenges in each category. It is important to ensure consistency with the DCSB's strategic plan.

VI. Committee Reports

A. **Admissions Committee:** no report.

B. **Finance Committee:** no report.

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

D. **Executive Committee:** Thank you to Dick Schneider for his service on the DCSB. Welcome and thank you to Sue Haas-Williams who is rejoining the DCSB. Sterling Morse will be joining the DCSB, mostly via Skype Business.

E. **Mission Effectiveness Committee:** The report included in the packet was reviewed. One goal of the Mission Effectiveness Committee is to make available spiritual enrichment for the DCSB. The committee presented an idea of a DCSB retreat. Members are receptive to the idea of a retreat. The committee will look at dates.

F. **Marketing Committee:** no report. Greg's Marketing Communications update was included in the meeting packet.

G. **Development Committee:** no report

VII. Superintendent/Asst. Superintendent Reports:

Congratulations to Dave F. on his journal article and on Bishop's award at the NCEA Conference.

VII. Action Items:

A. MHSAA Membership Resolution

By signing the Membership Resolution, we are agreeing to abide by the MHSAA rules for tournaments and to ensure our policies reference this adherence. The board unanimously gave consensus to adopt the 2019-20 MHSAA Membership Resolution.

B. Election of Officers

John Vande Guchte will serve as Chair. Sue Haas-Williams will serve as Vice Chair.

VIII. New Business: no new business.

IX. Closing Prayer: Prayer for Bridging Faith and Future was prayed by all.

Adjournment: Meeting was adjourned at 7:54pm.

The next DCSB meeting is Tuesday, September 17, 2019.

Meeting Schedule for 2019-20

September 17, 2019

October 15, 2019

November 4, 2019 (Mon.) Board Summit 6:30-8:30pm

December 3, 2019

January 21, 2020

February 25, 2020

March 31, 2020

May 5, 2020 (Tues.) Board Summit 6:30-8:30pm

May 12, 2020

June 16, 2020