

School Commission (SC) Meeting
Thursday, October 5, 2017
6:00 PM

Present: Father Oakland, Anna Horton, Brendan Kolding, Julie Leonardo, Amanda Roberts, Sarah Katsandres, Mary Moan, Ben Gauyan, Tara Martin, Pat Galvin, Bill Skibitzke, Kamila Kennedy, Kevin McMahan, Mary Ann Fessler, Dino Annest, Beth Martin, Karin Hansen

Absent: Mike Curran, Jennifer Kokkonis, Jackie Bryan, Charise Addicks

Opening Prayer

Father Oakland led the School Commission in the opening prayer.

Approval of September Minutes

The September minutes were deemed approved.

Pastor's Report

Father Oakland has kicked off the 2017 Stewardship Campaign and this past weekend at Mass he highlighted the giving of our "time and talent" to the Holy Rosary Parish and School communities. As a community dependent on volunteerism, he asked everyone to examine the gifts that God has given us and where we might best contribute. He encouraged parishioners to identify volunteer efforts that not only benefit our community, but also allow us to use our talents and nourish ourselves. People can make their time and talent commitment either online or via the cards placed in the pews at church.

Principal's Report

Principal Horton reported that the school year is in full swing. The "Project Lead the Way" kits arrived and the staff finished sorting them for implementation this year in grades K-8. She hopes to have information and examples out in time for our Open House on 10/21.

The school is also implementing a new anti-bullying curriculum through Second Step for all grades, and there is a new digital version of the curriculum specifically for grades 6-8. Implementing this curriculum was one of our accreditation goals.

Principal Horton recently attended a principal retreat. The goal of the retreat was to provide principals throughout the archdioceses with religious teacher training and certification (year 1). There are currently only 113 individuals certified as teachers of the faith and there is a need to help all teachers grow in their knowledge. All of the principals who received this certification will now subsequently train their staff. The Holy Rosary training will be Friday, October 6th. Our teachers who specifically provide religion content to the students will also further their education, obtaining religious teacher certification (years 2 and 3). In response to an inquiry, Principal Horton noted that teachers on staff who are not Catholic have an assistant helping them with the religion curriculum.

Development Report

Beth Martin provided updates on a variety of development efforts.

1. Magazine Drive – The fundraiser was extended to 9:00 pm on Sunday 10/8 and another classroom incentive was added to try to get 100% participation. We've currently raised \$100k, with a goal of \$125. We get 51% of money earned and budgeted \$60K in revenue for this year. Last year at this time we were at \$112K. Beth reported we should be able to add an additional \$10-15k with the extension, but she is not certain if we'll hit our overall goal.

Before the extension we had an 84% family participation rate. Last year, we had only 76-77% participation, so this is an improvement. Beth made contact with the 48 families who have not yet participated in the magazine drive. Some of the reasons families are not participating include the difficult timing and not wanting to sell magazines. Beth has made several suggestions to these families such as donating magazines to our troops, donating cash in lieu of purchasing magazines, and donating magazines to nursing homes and rehabilitation centers. At this point, 12 of the 48 families she's contacted have participated.

2. Scripts Program – This is targeted for an early November implementation. Mike Curran is still looking into some of the operational details (e.g., who we can get to participate from the local community as well as some of the larger businesses like QFC). He is investigating how the other schools are managing the Scripts program as we need to determine which implementation option we'll pursue:

- a. Have the school buy the cards in advance and sell them to parents
- b. Have the parents buy directly from the vendor/company and the school gets a rebate

Beth Martin mentioned that the Archdiocese limits how much staff time can be dedicated to a Scripts program to only 15%, so it has to be parent-run. Ally Dolan is a parent volunteer who has agreed to take it on and work with Mike to get it launched.

3. Amazon class codes – The annual class competition will run Thanksgiving through Christmas. There is a general link on the bottom of the home page, but there will be specific classroom links sent out and posted on the web in November.
4. Annual Fund – Beth is waiting until November 1st to kick off the campaign. All pledges will be submitted/collected online this year and there will be just one portal for annual fund donations from families, alumni, parishioners, etc. It will be a shorter campaign timetable and she hopes to wrap it up before Thanksgiving. She will do heavy messaging during November and would like the SC to do email or telephone follow-ups by either grade or class. The goal is to inform people why we need the annual fund. The School Commission members agreed to submit their pledges by 11/01. SC members should send Beth an email if they are interested in assisting with the Annual Fund campaign and she will call a meeting to discuss details. The Annual Fund link is currently on the school website under Forms / Annual Fund / Give Now. There are also dollar amounts on the online form this year to give people a sense of expectations. All pledges and payments will be done through the Parish OSV system instead of FACTS. This system allows Holy Rosary to auto generate tax receipts and execute tax reporting.

Enrollment/Marketing Report

Principal Horton reported we are holding at 483 students. We had several new student visits today, though, and may have more students starting next week. She reminded us that priority enrollment is now open for new students of current families.

Below is a recap of events in which we'll be participating for recruitment/marketing:

- 10/15 Booth at St. James Fall Festival
- 10/21 Fall open house
- 10/27 Preschool trick or treating
- 10/29 West Seattle Harvest Fair
- 11/13 West Seattle Education Fair – new event

Principal Horton provided an application update for 2018-2019. There are currently 30 applications submitted for next year:

- 10 applications for our 3/4s class
- 7 applications for our PreK class (3 from non-Catholic, non-school families)
- 13 applications for Kindergarten

Principal Horton is also sending personal notes to parish families with children who attend religious education classes, but do not currently attend the school. She is inviting them to the open house on the 10/21. She will also make announcements in the bulletin for the next two weeks.

Financial Report

Tara Martin provided an update on the school finances. We are now 3 months into the new fiscal year. Since we are just closing on our September expenses, we won't be able to talk about actuals until the next meeting. Instead, Tara reviewed the revised budget which she finalized with Principal Horton.

In the updated budget, our revenue is based on tuition from 483 students. As a reminder, we ended at 445 students last year, so we are up by 38 students. This represents an increase in income by \$188k. The goal with the budget update was to create a reasonable and responsible budget with a financial cushion. As we move into the school year we'll be able to look at financial trends, additional enrollment, and fine tune our numbers.

Parents' Club Report

Dino Annet reported that the first PC meeting of the year was held on Wednesday, 9/20, with guest speaker Ben Malcolmsen talking about grit. Approximately 70 people came, which was a large turnout. There were many new Kindergarten families in attendance. Dino requested that members please send any feedback about Ben's presentation to him. He will also be sending out Ben's faith story to families as a follow-up to the presentation. The November speaker will be from the Seattle Police Department to discuss safety strategies to use with our children.

Five Year Strategic Plan

Principal Horton reported that she recently spent time talking with other schools about their strategic planning processes. She was interested to learn more about how they tackled it and whether or not they used consultants. At this point in her data collection, she feels we will not need a consultant to help us with this work.

Principal Horton provided the SC with a timeline for this year's strategic planning process:

October – examine our current values as a school community

November – based on our values, identify our strength and growth areas

December– develop a communication plan and feedback timeline for use with parent stakeholders

January –solicit parent feedback through surveys and focus groups

February –examine feedback and identify priorities

March – write action plans with measurable outcomes

April - write action plans (continued), seek additional feedback and input on action plans as needed

May – share new strategic plan with the community

SC spent time in small groups examining and thinking about:

- School website
- School commission agendas/past meeting notes
- Accreditation self-study
- Conversations we have in the community
- Mission/philosophy/SLEs

Each small group compiled responses to the following questions and then forwarded them on to Principal Horton for review:

1. Who are we as an organization?
2. What are our priorities?
3. What are our strengths?
4. Our work is in service of _____?
5. How is the impact of our work measured?
6. What does success look like in our organization?
7. Is there anything that is noticeably missing?

Topics for Discussion

1. Bylaws – Brendan Kolding updated the SC on his progress in reviewing and recommending updates to our current bylaws. Because the strategic planning process need to take priority within our SC meetings this year, Brendan proposed we take time outside of the meetings to do this review. Brendan will put a redline copy of the bylaws on the cloud for people to read and comment. He highlighted several key revisions:
 - a. Added a conflict of interest statement
 - b. Added a meeting attendance statement
 - c. Proposed several mission statements for consideration. The SC took a moment to review and discuss six potential mission statement options.

Father Oakland emphasized the need to review our bylaws, mission statement, and committees in concert with our strategic plan to ensure they align with our new direction.

2. Enrollment –Pat Galvin brought up the topic of the new marketing video. Since the video and the website are powerful recruitment tools, he asked whether we should consider creating other videos as we move forward. He suggested potentially surveying new families to see how and if the video impacted their decision to enroll at the school. Potential “other video” suggestions included a video about the middle school program, test scores, where students go to high school, etc. and a short video about the annual fund to highlight the tuition/cost to educate gap.
3. Earthquake Safety – Tara Martin asked for information about earthquake drills and preparedness. Principal Horton said that they will complete a drill at the school on the Great Washington Shakeout day (10/19). Father Oakland also added that when the school hall was renovated and the library and technology rooms were added, the building underwent a structural retrofit to meet earthquake codes.

Closing Prayer

Pat Galvin led the Commission in the closing prayer.

The meeting was adjourned.