



## School Committee Meeting Minutes

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17 November 2020 / 6:30 PM / Virtual Meeting via Zoom

### Present

- Joe Dailey
- Amy Royes
- Jason Stenz
- Ceci Bassindale
- Jennifer Wells
- John Tokarz
- Tim Schilter

### Excused

- Fr. Patrick Burns
- Becca Lauria

### Others Present

- Erika LaPean

### Recorder

- Erika LaPean

## AGENDA

### 1. Opening Prayer

- a. Ceci

### 2. Roll Call

- a. See Above

### 3. October Meeting Minutes Review and Approval

- Minutes for approval from October 20, 2020 School Committee meeting
  - Motion to approve - do not have the minutes to approve. Joe will forward to the team once available. Please make any edits you need to or suggestions.

### 4. Marketing/Development Director Report

- a. As of 11/17/20 Annual Fund has raised \$50,888. School 2020-21 goal is \$65,000. We should greatly exceed that goal.
- b. 47% of school families have already participated in the fund, up from 27% last year (this also includes Oktoberfest boxes)
- c. Next up: figuring out how Tasting in the Timbers will look. Should this be a boxed event? MAY15th, 2021. In-person? What does our relationship look like with Piggly Wiggly? Our families purchased



- \$7,000 in wine and we net \$265. Should we talk to Cedar Creek Wine? Wollershim wine?
- d. Catholic Schools Week starts January 31st, 2021. We are going ahead with an in-person open house, safely working with COVID guidelines. Each will be a private tour with masks, etc. Bulk postcard is being mailed to 2,000 area families. We will also advertise on FB and hang posters in the community.
    - i. Public open enrollment: 1/31/21
    - ii. Parish open enrollment: 1/24/21
    - iii. School enrollment? Assume opt-out vs. opt-in
  - e. What should we do about Diamond Dash for the Auction? Cannot host online raffles and this has always been a raffle. Should we do raffle tickets ahead of time? Keep as an item people can just bid on? Any other ideas?
  - f. Golden Ticket items: Should we consider selling 120 tickets instead of 100 tickets? We are only having approx. 4 items for live auction due to virtual time constraints. Golden Ticket this year, we want to have the live auction items included along with 4 -5 choices that are not part of the auction but big ticket items. ex: An apple watch, virtual private Michelin star chef, Sonos outdoor speaker, etc. If the winner chooses that item, the auction purchases it, if they don't, and chooses a live auction item, then the added items do not need to be purchased.

## 5. Administrator's Report:

### a. Commitment Survey

- i. 149 responses, as of this point, we are short responses, due date was yesterday, 132 families returning to school and 17 virtual. Will have to see who is missing and contact those people. Right now 27 students who are at home, not sure at this point if it's more or less than 1st trimester. A little more for virtual for 2nd trimester. 11.4% up from 8%

### b. Parent Survey

- i. 120 families responded to parent check-in. Over 92% gave us a 5 in maintaining health and safety. Majority rated communication from classrooms 4 or 5. Surprised by the reliability of technology, is mostly 4 or 5, which is good. Teachers are rolling with the punches and families do not see the issues that teachers are dealing with. Rigor of curriculum, mostly 4 and 5s. Wellness Wednesday was all over the board. 70% rated 3 and above, but 35% at 1 and 2 rating. This week will be changing the structure of WW. Focusing on the mission statement on Wednesday. Free cold lunch was 55% no-44% yes, need a minimum of 50 meals to help them out.
  - 1. A few different themes of the survey. One big one, parents feel very distant or removed from the school. No opportunity to be involved. We need to figure out different ways to get more engagement from parents, or have them feel more connected in the classrooms. "I don't know what's going on since I'm not there to see it."
  - 2. WW- love the idea and opportunity to disconnect, but perhaps not an entire day. Just a portion of the day. The whole day seems to drag on, especially for the older children. WW has changed for Upper School. More structured in the morning, teachers are moving and meeting with their normal classes. Upper School parents had the largest issue with WW.



3. Parents expressed they would like to see greater academic rigor. Complaints are from Upper school parents, specific to science and math. Homework needs to increase, it's not what it was years ago at SFB.
4. The complete summary is in Parent Survey Folder in Google Drive.

**c. Teacher Morale**

- i. The teachers having a hard time, we tried to express in the newsletter, a few teachers came separately. I just wish the parents knew how we felt. The teachers want to feel understood. Amy has hired some substitute teachers and is giving each teacher an hour off here and there/ a week from now until Christmas. Amy talked to the leadership team on Monday, the level meetings were Monday, the schedule is almost complete with the extra hour off. Teachers are really doing two jobs at once. We hope teachers know that we hear what they are saying. We want to carry them through to next year, at least past the break. And re-energize. How else can we help the teachers?
- ii. What as a parent community can we do to help? A few teachers have reached out to families for help and got no response. The asks are missing the people who can deliver from the asks. Can H&S help? Teachers want to feel understood by the parents. How can we communicate this to the parents better?
  1. Day in the life of a Teacher video? Amy is trying to do at least one special thing for the teachers each week.
  2. What can really set the teachers off this year? Love out of dress code, we do every other week. Would love for something to come from the parents. Teachers struggle with wanting to be understood. Some parents perceiving nothing is different or going on/wrong. If the teachers can see the community has their back, hopefully that helps with morale. We just need to line those things up. A simple list of things to help the teachers? Use room parents more, reaching out to the other families. Can they help out, communicate with parents. Erika has a list of room parents, will email Amy Royes.
  3. Amy will reach out to teachers, then room moms to get a list of how they need help. Get the convo started.
- d. Amy met with Cedarburg District, Todd Bugnacki and Dawn Walker from First Immanuel. They discussed the decision of Cedarburg going virtual from now until December 7. Cedarburg is doing it for their teachers, the teachers are burned out. They are recognizing the teachers are fried.
- e. Talk with Cedarburg District: Todd wanted SFB to hop on board because it reduces the cost of the bus. FIL and SFB are on the same page, we need to be in school as long as we can and address these issues in a different way. Keeping our working parents in mind. Balancing staff and parents at the same time.
- f. Amy had an Archdiocese meeting, going virtual is going to happen at some point. We need to stay open as long as we can until you are told you are no longer allowed to. The Archdiocese doesn't know for certain, but that is a guess. When 25% of staff is out then we need to "should" go virtual.



## 6. Sub-Committee Goals: Discussion

### a. Enrollment & Marketing

- i. We are down from 289 to 288. A 5K student, the virtual option wasn't working for them.
- ii. Next trimester we have a sneak preview that we will lose a 3K student due to moving out of state.
- iii. Advent bags will be sent via family mail and will deliver to homeschool families to keep them in the loop.
- iv. Moving to the retention goal, we defined new family definitions. Also created a formal welcome student process that we will start working on.
- v. Similar to the Upper School shadow day, offer a sneak peek for all students to have a peek at the next class, have the teacher rotate up the existing class and provide a sampling of work. Get to know them and get them excited about the next grade.
- vi. Working on a plan for 5K as a new point of entry to SFB. We want to reach out to childcare centers/ private day cares, and see if we can form a partnership with them to be the next step for their children leaving the daycare.
- vii. Development and dive deeper into marketing plan and family personas, figuring out how to better target these personas. Huge opportunity for our school to update our marketing information and material, wording, and look at how we can better emphasize our strengths.
- viii. Build upon existing relationships with the parish. Christmas cards that can be handed out to parishioners. Possibly an ornament made by SFB students, handed out to parishioners?

### b. Fundraising/Development

- i. See Marketing & Development Director notes above.
- ii. Creating a formal exit form for events.
- iii. Christmas cards will be sent to specific donors as another touch point/thank you for supporting the school.
- iv. Do we need to end the budget a little earlier this year? As far as making contract offers to teachers? We prepare a budget to present to the parish, it's their approval of the budget that we need. We are usually well ahead of their budgeting schedule. Maybe 2 months ahead of them. We are pushing them as it is. We can present it to the parish finance committee stating we don't want to miss an opportunity. What is the probability of acquiring a college grad teacher?
  1. Are there any teachers thinking of leaving at the end of the year or retiring? Amy said a handful of them may not return if COVID is still around. Timing has to be right with the letter of intent.

### c. Technology

- i. Jason had to leave the meeting early, he rejoined later on.
- ii. We Have quote for the panic system and are meeting at the parish tomorrow, Nov. 18th. It was the system recommended by the liaison officer. We are upgrading camera system drive, maxed out at 32 cameras and not enough memory. We want at least 30 days of backlog on the camera so we can go back and review. We will look into more security and a larger hard drive. The parish may also join into the school system as well.
- iii. Jason and Eric will work on Technology plan for 2021.
- iv. Amy noted, 50 laptops waiting to get tied to the network.



Somebody is going to train Amy because the cost to have somebody else do it is very expensive.

- v. Amy and teachers sat in on a meeting about Interactive whiteboards from Newline. Many of our Smart boards are \$3,500; Newline boards are \$2,000 each. Teachers loved the new product. Built to last 12 year if they run 24/7. Automatic updates through the Internet. Professional development is free.
- vi. Joe noted, We need to discuss the TSR relationship. It's significantly more expensive than we thought. Leif had every intention that through the subscription arrangement we had with them we would see some of the other costs in the budget decrease, but we have not seen that. The technology has actually increased. We do need to figure out what the solution will be for tech support going forward. Jason has reached out to Leif to discuss TSR and some other options.

#### **d. Finance**

- i. John noted they are meeting with Jen Justman and Amy Royes tomorrow. The big squeeze this year is the technology cost being significantly higher than we anticipated and revenue being smaller than we hoped for. Almost 85% of our budget is revenue/tuition and we are down this year. If we are 10 kids off it's going to really hurt, and we twice that.
- ii. The revenue coming in past the initial tuition deposits is pretty lumpy. Same thing with expenses, some are linear and predictable but some are not.
- iii. Auction Last Chance categories: 1. Technology, we need to have this again. It's going to be an expense that we need to raise funds for. 2. Tuition Assistance 3. COVID Costs (will need to have some examples to have people put the paddles up, maybe showcase videos from teachers). 4. The Greatest Need? As a 3rd category. 3 x \$15,000 categories.
  - 1. Will vote next meeting on the final three categories.

#### **7. New Business**

- a. SFB School Bylaws review and updates, it was on the agenda late last year. We wanted to update and make some changes but COVID came along and we went in a different direction. We have not made any changes to it.
- b. Kelli Taffora and John Tokarz marked it up. Do we still do a lot of those things? Maybe we need to dust off those comments. We need to mold it to what the School Committee actually does, some information may be old on it. Amy Royes has not looked at the bylaws she received last week. She will read through it and review the bylaws. John will send the marked up comment-version of the bylaws to Amy.

#### **8. Closing Prayer: Jason**

### **2020-2021 School Committee Meeting Dates:**

October 20  
November 17  
December 22  
January 19



ST. FRANCIS BORGIA  
CATHOLIC SCHOOL

February 16

March 16

April 20

May 18

June (TBD)

\*3rd Tuesday of each month\*