

Minutes of School Advisory Board Meeting October 14, 2009

Attendance: Cheri Wood, Ted Ewanciw, Marty Stanton, Vin Charles, Colleen Worthington, Tony Zanger, Jennifer Curtin, Maria Warner, Jennifer Ott, Kate Rodgers, Stephen Wakefield, Kelly McCormick, Donna Clark, Rob Burgess, Kristin Pizzola, Paul Jackson, Mike Friel, Ashish Vazirani

Marty opened the meeting by reminding all members that discussions which take place during SAB meetings are strictly confidential and encouraging everyone to contribute their opinions freely.

The three main areas identified as priorities from last year's Middle States accreditation report were briefly reviewed: a) technology; b) PR & marketing; and c) development. This year, the Board committees will be structured to mirror these target areas.

Each Board committee was given the following charges to be completed prior to the next SAB meeting on Nov. 14, 2009:

- Define scope of committee's work
- Prioritize long range goals and short term objectives
- Prepare budget projections

Discussion/brainstorming ensued regarding the direction each committee will be taking for this year:

Technology Committee

- The school has technology needs in two major categories: administrative/business and curricular. This committee will identify and make recommendations regarding the hardware, software, and personnel training required to bring the school more up-to-date in these categories. Mrs. Wood suggested that visits to aspirational peer schools might be a good way to see the scope of what's possible.

- Committee will review the recently released Archdiocesan technology standards for compatibility with St. Bernadette's efforts in this area.

PR & Marketing Committee

- Prepare for a Fall Open House on Nov. 22, 2009 that is geared heavily toward recruitment of middle school students. This would consist primarily of guided tours by SAB members/other volunteers, informational presentation by Mrs. Wood, and hospitality (e.g., coffee and cookies).

- Prepare for Catholic Schools Week to be held January 31-February 6, 2010.

- Continue to refine databases of contact info (e.g., alumni, grandparents, businesses, etc).
- Update/improve school website as the point of “first contact” which can attract families who are looking for new schools for their children.
- Identify other schools in the area (Catholic and independent) that have strong development offices and visit them.
- Mike Friel talked about a new Archdiocesan mechanism that will allow parishes without schools to become affiliated with existing local Catholic schools with respect to allocation of funds. This seems like a natural follow-up to the SAB’s outreach to these parishes last year. Mrs. Wood will discuss this mechanism with Msgr. Smith.

Development Committee

- Focus is beyond the usual “fundraising” activities that are associated with operating expenses. This committee will be identifying sources of long-term funding that are used for substantive improvement and capital expense.
- Develop a useful job description for an individual to be hired as the “director of development” for the school.
- Continue to build a large, stable alumni base
- Continue to build corporate support by establishing relationships with local businesses/corporations.
- Encourage action on BOAST legislation
- Consider establishing and “Annual Fund” as a mechanism for raising substantial financial support.

All three committees are encouraged to recruit additional volunteers from the school or local community to assist in accomplishing their goals.

The meeting was adjourned promptly at 9:00 p.m. The next meeting of the SAB will be held on November 18, 2009.