

*Our mission is to participate in decisions affecting the intellectual and spiritual development of the St. Francis de Sales School community.*

**ST. FRANCIS DE SALES SCHOOL ADVISORY BOARD  
Meeting Minutes of January 17, 2007 7:00 pm**

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**In Attendance:** Brian Scragg, Bob Hoover, Scot Evans, Cathy Holbert, Sue Ditzhazy, Nancy Buchanan, Dr. Cheryl Spain, Stacey Smith, Kristi Whitaker, Kris Yokum, Mary Hoekstra.

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**Absent/Excused:** Father Bob, Tim Hansel, Tracey Joyce, Sally Mummey, Agnes Reed Windholtz

**Special Guest:** Thom McMannus, Newark Catholic High School and Bernadette Bloom, Home & School.

The meeting began at 7:00 pm. Brian Scragg began the meeting with a prayer.

**PRINCIPAL'S REPORT**

- Dr. Spain discussed enrollment and tuition needs for 2007/2008.
- A two to five percent increase in teacher's salaries will be offered next year, per the teachers' contract.
- 80% of the school's budget covers salaries and benefits for teachers and administration.
- A \$90 increase per student will be needed next year to cover growing expenses, plus a \$25 increase in schools fees, for a total of \$115.
- It is imperative that the school and the parents work together to grow student enrollment to help cover expenses. The parish has subsidized the school as much as they can.
- This year, St. Francis has advertised on cable TV, local newspapers, the parish bulletin, and surrounding parish bulletins, to attract families and aid awareness.
- For the past 9 years, the school has dropped attendance by an average of 16 children per year – mainly due to families relocating out of area. Just three families moved last year due to dissatisfaction with the school.
- A portion of school fee increases next year will be allocated to "First to Know broadcast.com" – a system whereby one call from the administrator will be received by all parents within five minutes. This can be used to share emergency information or general school information. It is a part of the school crisis plan to get information out to parents quickly and efficiently. Crisis plans are being re-evaluated in all schools in the Diocese of Columbus to make sure that our communication to our families in any crisis is quick and efficient.
- SAB members still needed for the Open House on Sunday, January 29 from 11 am – 1:30 pm to help escort families. See Dr. Spain if you can assist.

**SCHOOL MARKETING PLAN**

- The bulk of the meeting was allocated to sharing and discussing the school marketing plan, work to date.
- Gaps in the plan were identified. Dr. Spain to supply Sue Reninger Ditzhazy with a summation of any research collected during 2005/2006 (parent feedback or other).
- The reference in statistics from the 9<sup>th</sup> grade proficiency to the OGT test was corrected.
- The theme was clarified: *Honoring the past, educating our future.*
- In discussing the target audience, Pataskala has not been adequately "tapped". Further a discussion about targeting communities such as New Albany and Johnston as secondary targets was conducted.
- Further, it was suggested that we market beyond 0-5 years, especially in an effort to yield retention, as that is where we are often losing enrollment.
- A "Vision" exercise was used to cement what the group wanted the school to "look and feel" like three years from today. A summation will be shared with the SAB in the coming weeks, to serve as a tool to focus meaningful tactics for 2006/2007 and beyond.

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- Each SAB member will be asked to review the summation and bring two to three ideas on “tactics” that can align with the strategies identified to the next meeting.
- The February meeting will be a brainstorming meeting to complete the planning stages.
- Brian indicated that it is the board’s goal to have the plan completed and approved by the end of the school year, but to begin working on tactics in the meanwhile.

#### **ELECTIONS**

- It was indicated the three St. Francis members and one non – St. Francis member are needed as candidates for the new SAB slate (2007/2008). In totality, the ballot must include six candidates. Ballots will go out in April.
- In that a quorum was present at this meeting, the board voted on adding Kris Yokum to fill the vacant seat, effective immediately. Bob Hoover made the motion, and Nancy Buchanan seconded. The vote passed unanimously.
- ***The meeting was adjourned at 8:30 pm with a closing prayer.***
- ***February’s meeting is scheduled for Tuesday, February 20th 7:00 pm. Location TBA.***