

DT/SC/SM MEETING SUMMARIES

10/12/11

DT

1. The plan & calendar as submitted was approved.
2. The action items were discussed and the following recommendations/actions taken:
 - KE to contact PRIDE about being telephone committee
 - KE to contact Shawn Dever about becoming the parent leader
 - TJ to produce dBase; BS/KE to review
 - SL agreed to become the recorder
 - LE, CS & TJ will meet and outline materials needs/calendar
 - BS/KE/TJ to look at setting up credit card payment
 - *DT Planning members to make recommendations ASAP to TJ for following leaders*
 - i. VIP*
 - ii. Luminary*
 - iii. Parishioners*
 - iv. Business*
 - TJ to investigate cost of PO Box or alternative for Annual Fund
 - Alums to be asked to contribute and assist

SC

1. LF presented Y1-3 Objectives and Action Plans
 - Discussion and additions made.
 - LF to prepare and distribute revised document.
 - The material as presented with additions was approved.
2. Enrollment Forms
 - Littlest Lions form will be prepared by KE
 - Enrollment Forms to be updated by KE

CSM

In Attendance: All except for CS, MH, PW, TF.

The following are Sue's comments/suggestions/recommendations and resultant CSM actions.

1. Action Plans
 - Gray out some to reduce burden. Don't eliminate but focus.
 - Keep goals in front of community
 - a. GA will add goal/obj to her weekly column in the bulletin*
 - b. LF/TJ to produce calendar for when obj to be included*

c. *GA bulletin announcements should be sent out to all parents via Homework Watcher.*

- Do at least semi-annual reports to CSM & Archdiocese

2. Enrollment

- KE reported enrollment up - now 183
- Sue indicated not to forget to do Exit Interviews
- She said plan to conduct parents survey in spring. Consider some changes to get increased rate. Maybe focus on lower grades.
- *MH to help with survey design*
- Market events - eg open house, parenting workshops
 - a. KC/BS reported that a formal marketing effort for enrollment development is being produced and will be implemented by 1st of the year
- Next newsletter should contain summary of how to enroll. This should be documented and included in the enrollment binder.
- KC reported that progress being made on the binder but help is needed to complete the task as well as a new enrollment team chair. *SC members to recommend potential candidates to KC.*

3. Development

- Sue provided her feedback to the approved plan. She asked and received confirmation from CSM that major gifts would be sought. She indicated if this was not done then it was unlikely that the proposed goal could be met.
- TJ indicated the changes in the calendar. Sue asked when materials would be ready so the drive could be kicked off. *Nov 15 was set as the target.* She asked whether staff & SC had been asked. The response was no - it would be done as soon as the plan was approved and materials were ready.
- Sue reviewed some important elements of major gifting.
 - a. personal contact important
 - b. need list of potential candidates who have the means and interest
 - c. need tailored message/setting for each (ie identify/present areas which are important to the donor; where best to present eg dinner)
 - d. be prepared to receive a no - assume about 1 gift per 5 contacts
- Sue did some very helpful role playing with CSM members. She suggested that those who will be making personal contacts role play prior to making the contact. *Fr John's summary of why he would support SRS Annual fund was excellent and needs to be written down for use.*
- Sue provided some documents for leaders. *TJ to scan and send to all.*

4. Meeting adjourned 9:45p

EC MEETING
September 7, 2011
7:00 – 8PM
CSM Committee Meeting
8:00-9:30PM

In Attendance: Executive Committee (EC) – TJ, KE, LF, KC, CB, CS

CSM – above plus Sue Hoffman, David Milroy, CC, SL, LE, EH, MH, BS, GA

EC SESSION

- **Reviewed Y3 Objectives (LF)**

Continue to monitor and implement:

- enrollment management program
- communications program
- comprehensive annual fund

- **Reviewed 2011-12 Strategic Planning Objectives**

ACTION ITEM: LF to prepare and distribute updated Y1 – 3 Objectives and Action Plans

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CSM SESSION

Opening Prayer (MH)

SESSION LED BY CONSULTANT SUE HOFFMAN

Miscellaneous

1. Catholic Identity idea for consideration – in order to train students to live in their faith, have a select group take over the school prayer book. Anyone is invited to write/request a special intention (family member, friend, etc). Students are responsible to make sure requests are completed and follow up with a hand-written note to the requester stating their request was remembered. At the end of the school day school announcement could mention all special intentions gathered throughout the day.
2. When looking at objectives/actions, it is important for monitors to check in with annual fund to make sure the fund's priorities and wording reflect what we have chosen to do for this year. There should be direct

correlation for what we want to accomplish in this year's budget and what we want to ask them to support.

ACTION ITEM: quarterly update to go to SC in October. In January, mid-year review gets sent to office of Catholic Ed Indy and CSM.

3. A copy of the membership and positions of the current school commission was presented. The list, structure and minutes may be found on the SRS web site. It was confirmed there currently are 15 members this year.

Enrollment Management

1. Enrollment – last year opened with 181 students. This year we opened with 181. On 9/7, we are at 182. On October 1 we submit our enrollment number to the state. Sue will forward a spreadsheet for use.
2. Vouchers – 8 students have taken advantage of the program. Sue Comment: Make sure the new families are oriented and worked into the school family. Response – we invited 13 new families for an ice cream social, there were approximately 10 families in attendance. Sue urged to continue to involve new families in additional outreach opportunities. Consider developing a mentor program with several existing families mentoring 1-2 new families.

ACTION ITEMS:

- For Nov/Dec newsletter – add an enrollment segment.
- Consider producing an admission check list with registration dates and forms.
- Calendar should highlight date for upcoming Open House.
- Create a binder for a formal enrollment management plan. Start with a current school calendar and note what the different enrollment activities are throughout the year. Color code by recruitment, admission, etc. Also include new ideas for future consideration.
- Consider producing a downloadable school calendar for smart phones.

Enrollment/Marketing Committee

1. Sue noted a shift in enrollment in how kids are registered – trending away from the previous large influx at the lower grades. Largely driven by the economy.

ACTION ITEMS: -- consider revising current individual class level brochures to ones modeled after St. Mary Magdalene School . They produce them as needed and are two-sided – front teacher pic with a personal statement from the teacher. Back - curriculum listing for grade highlighted in brochure. Download sample at CSM blog spot.

2. Verified that the Summer 2010 newsletter was distributed via email and regular mail. Approximately 400 pieces via each vehicle.
3. Annual Report – make sure the look/feel is same as our existing newsletter format. Annual report can be dated 'Fall 2011' for continuity. How does the Annual Report fit in to the annual fund? Why does it go out first? The first 'ask' is always a 'thank you'...

ACTION ITEMS:

- insert a sidebar of the total number of volunteer hours,
 - Pics should focus on 'happy, smiling faces'.
 - Current version needs more white space.
 - Readers need to see the income piece of our pie chart (include percentages). The pie will clearly show that if we change the proportion of the slices, we'll improve our position (two charts -- how we spend \$ and how we make \$).
 - Annual Report should EM and mail by the end of September.
4. Newsletter Winter edition – focus on life-long faith in learning, a focus toward the future.

ACTION ITEMS:

- Change title of CSM piece to 'Where are we going?
- Need to include an e-link to a downloadable on-line commitment card
- Insert physical envelope in the mailed copies of the newsletter and annual fun piece.
- Currently 400 mailed copies and 400 via EM.

5. Website

ACTION ITEMS:

- visit website and give it a letter grade based on total image package
- Determine where it needs to be and how to get there
- Resources - CSM blog spot and port-a-portal(?) have pie charts, annual fund materials, etc.

Annual Fund

Development Team member info presented.

- Tim J to chair.
- Patty W to act as vice-chair (compiling fund raising analysis info with planning calendar).

Sue Summary - Consider the closer the contributor is to the child, the higher the level of support will likely be. Reminder, this is an *annual* gift. Start with inner circle faculty/staff (100% participation of utmost importance – request personally for participation; no letter or phone call). School Commission (set a challenge goal for the group or ask for 100% participation with no set \$ in

mind; request to be submitted by the chair). With a \$50K goal, leadership/major gifts = 1 @ \$5K. A major gift is defined as \$500 (cash) or more on an annual basis.

Definitions (CSM) -- The annual fund generates only unrestricted funds to support the annual operating budget of a school. An endowment is funds generally for restricted use not including operations.

ACTION ITEMS:

1. By October meeting
 - compile a list of 40 or more prospects for the major gift category. A major gift appeal won't be accomplished just using a paper only approach.
 - Identify solicitors for major gift phase (1:5 ratio).
2. Sue suggests we reconsider the overall purpose of the Annual fund as well as the targeted goal.
3. Send the finalized gift goal with Sue in a follow-up email in the next 1-2 weeks.
4. Use the timeline generated for Indy Archdiocese input SRS Annual Fund calendar. Request a copy from Sue.

Communications Committee

ACTION ITEMS:

1. Create a general brochure (what is an annual fund);
2. gift reply honor card (include, 'please use my donation in the area where its most needed' category);
3. outside mailing envelope; stationery ('annual fund' the logo...list all members of the committee);
4. acknowledgements (basic thank you letter) from the principal and Fr. John (include disclaimer, 'no goods or services were received in exchange for this gift');
5. card designed by a student with a theme for the annual fund (used as thank you note from the solicitor).

Announcement - St Rose received a CSME Emmy award in June of 2011.

Closing Prayer (Sue)

Adjourned 9:40PM

Next meeting: Wednesday, October 12.

SC MEETING
Wednesday, August 31, 2011
7-9PM – Studio

Welcome/Prayer (KC)

SC Revised Org (KC)

- Officers (responsibilities)/Members/Teams/Approval
 - Motion and second for acceptance of new SC structure

Y1 & Y2 Revised Action Plans (LF)

- Review/Discussion/Approval
 - Committees should review Y2 and report to SC the status of each objective; SC will determine how to prioritize, remove, add, etc.

Y3 Objectives (LF)

- Review/Discussion/Approval
 - Consider what has to be given up to maintain the core objectives
 - Choose a lead for reach committee; assign particular objectives to individuals by name
 - LF will compile list of strategies and EM to individuals for input per functional area; ‘assign’ will move to a person’s name

Development (PW)

Reviewed outline document

- Approach
- Team
- Timelines
- GOAL - \$50K cash (over 3-5 year plan); \$10K in-kind
Per KE, \$22K minimum needed to cover budgetary shortfall.
Contribution percentages – Y1 40% operating; 60% endowment;
expectation is to increase endowment percentage each year

Annual Report Update (LE, CS)

- Comments: layout good; content covers basic overview well; wait for final approval by Sue

Enrollment/Marketing/Communications (BS, KC, CS, CB)

- Update/Action Plans

- Enrollment – consolidation of parental surveys finalized and charted; focus for school year will be ‘engaging’ via calendar of events; ensuring finalization of true target market; determine difference between optimum success timeframe and current situation
- 5K Run follow-up – Keith will print off oversized check to present at an upcoming Hickory Stick event
- Current enrollment as of today presented (181 total; 8 vouchers / potential to increase to 28 vouchers next year considering current enrollment)
- Marketing committee members to be formed as early as next week
- Winter newsletter shell reviewed
- Social media fb following has increased by 17% since May 2011
- PR pickup rate improving with local print media
- Finance budget format under way

School Start Up (KE)

- Update/Budget
 - 181 is even enrollment with last year.
 - Budget is starting off well
 - Choice charitable trusts scholarships (we have about 1/3 of the amount we need at this time)
 - Maintenance was a glitch; reviewing options with Jani-King

Other

WE are the Archdiocese of Indianapolis "official" nomination for the NCEA Distinguished Commission Award!!!