

St. Paul School
Genesee Depot, Wisconsin
School Board Minutes
14th January 2008

The meeting was called to order by Chairperson Beth McFadzen at 7:53 p.m.

A call for a motion to approve last month's minutes was offered.

Michelle Varick moved to approve minutes.

Mike Schmitt seconded the motion.

Motion carries, and last month's minutes were approved un-amended.

Public comments:

Not included in minutes as person commenting via a member was not present. Committee members were reminded that comments from the public must be on the agenda prior to the meeting.

New business:

Bill Pledl to lead marketing discussion.

- Generous benefactor to provide signage on Hwy. 83. Also signs at two entrances, various lit signs throughout campus.
- Since 2006, seven parent members have served on mktg. committee.
- Linda Cooney worked with the marketing committee, esp. during Catholic Schools Week, offering tours, open houses, etc.
- Bulletin with Catholic Schools Week announcements will be mailed to all parishioners.
- Bill talked to Robin regarding putting together a marketing and communication plan for the new principal.
- Beth looked for direction from the parish marketing committee in growing the school now that the church is built.
- Matt Zach mentioned the parades in local areas, etc., as examples of what's been done, but with little capitalization. There was not much recognition from the school or from the parish, nor was the event "used" in marketing.

Matt Zach and Jim Vavra to address issue of science lab.

- Preliminary numbers, contingent on space allowed, will soon be available.
- A great help for teachers as it is a dedicated space and need not be "vacated" in a hurry, etc.
- Members of the committee offered help.
- Fr. Gross was asked to help decide on a space.
- Fr. Gross asked if there was a Building and Grounds Committee.
- There will be a Science Lab Committee, with diverse representation from the teaching staff, Fr. Gross, Building and Grounds, Administrative Services, etc.
- Fr. Gross wishes to make people aware that he's not the one to be convinced here, but the parish council, etc.

- Matt concerned that the process takes too long...three-four-five months, and then it's the middle of the summer, and what good is it for marketing strategy?
- Matt and Jim need a space, that's the beginning of the process. They'd like to be moving forward by the beginning of next month.
- Question regarding ongoing funding...
- KM gets about \$700 a year to run their science lab.
- It's not expensive to run a science lab once it's in place.
- Proposal for space was detailed on blueprints. The space, on the lower level, is about 1000 sq. ft.
- Mike will contact the buildings and grounds committee to schedule a meeting with them and the Administrative Services committee as soon as possible.

Comments and Discussion from the board regarding the proposed science lab:

- Have we examined the ramifications of the science lab?
- Is this simply a case of adding something where something was removed in the past?
- People just want to make sure that this is done properly.
- Beth was concerned that if we squelch this, we could lose momentum on the part of people doing things in a positive manner for the parish.
- From the marketing perspective, Robin commented that the marketing committee sees this as how we get things done sometimes. She says "let's do it."

Concerns:

- What about the numbers?
- Can we ask for things directly, like \$30,000 for a lab?
- Father makes a distinction....a donation freely given that comes with strings v. something given the way the parish would desire it to be given, i.e., with no strings.
- Go through channels, etc., to make things are done properly.
- Adjustments may have to be made, but they have to go through channels.
- We will need to vote next month, and we will find out from whence comes the money.
- Beth will communicate this to the guys planning it.

Notes from Parent Meeting Regarding New Principal Search

Grades K-1

- Do not lose "Buddy" program
- Looking for someone with experience of "modern" curriculum
- Concern expressed over "light" religion curriculum
- More frequent visits from the clergy requested
- New principal needs good relationship with the parish
- Experiences in "flexible" or "leveled" curriculum
- Foreign languages taught earlier
- "Personal touch" essential
- Would like to see more people than simply the search committee involved in the decision
- New principal needs to have a strong business sense, ability to listen effectively, to make decisions, good public relations skills, experience in growing a successful school.

The new person needs to know that parents will get involved, they need to communicate with them more effectively, and they need to deliver a parent's "money's worth" in education.

- Needs to set high expectations for moral behavior

Grade 2 Looking to the principal for...

- Strong emphasis on faith, code of conduct, guarantee of safe relationships between children.
- A creative strategic planner
- Strong leadership style
- Someone new to the parish
- Effective listener
- Good public relations skills
- Treats parents and kids equitably

Grade 3 Looking to the principal for...

- Many of the same skills as Ms. Cooney possesses.
- Involvement and relationship with the kids.
- Good marketing skills.
- Dynamic
- Someone to highlight the difference between us and the government schools.
- Ongoing teacher professional development
- Experience in marketing
- Bridge-builder between school and parish
- Someone we can afford
- Supports teachers in effective manner
- Team player
- Unrelated to parish in the past

Grade 6 Looking to the principal for...

- Enforcement of the code of conduct in and out of school
- Knows the children as individuals
- Experience in differentiation/leveling
- Strong enough to stand up when necessary, e.g., with the teachers.
- Someone willing to start fresh and grow the school.

Grades 7-8 Looking to the principal for...

- Visibility and respect for parents
- Knowledge of the families
- Run the school as a business
- Respects the CEO authority of the pastor
- Sound strategic planner
- Willing to make tough decisions
- Strong forward vision
- Provide more social outlets at higher grades
- Someone to set the tone

- Someone willing to be accountable
- Emphasizes the code of conduct
- Emphasizes faith and values
- An “external” leader
- Has fresh perspectives
- Has experience
- Someone like the new Chief of Police in Milwaukee

Parish Goals:

- How are we working to nourish the faith community?
- How are we working mentoring new leaders?
 - We do a great job here.
 - We can nourish people who are feeling poorly about the decision to get rid of Ms. Cooney.

Principal Search Committee has been formed

Beth McFadzen
 Father Ralph Gross
 Len Grassman
 Rosemarie Etzel
 Bret Achtenhagen
 Al Kluz
 John Shanahan

Some alternates are in place if one of the above cannot serve.

- One of the questions was about teachers being on the committee.
- No one from St. Paul’s.
- Beth is a teacher and will serve in that role, i.e., as one in the field who knows what goes on in a school.

Reports from parent surveys

Buildings and Grounds: No Report

Finance Committee: We can tell people that a percentage of their stewardship donation will go back to the school.

Middle School: Recreation Night was nice. 19th December 50+ kids attended.
 A thank you to the chaperones will go out this week.
 Another will occur on 1/26 from 6:30-8:30 with open gym, pizza, craft, and a movie. \$5.00 at the door.
 They need at least 4 chaperones.
 Researching an academic decathlon.
 Key Club at KMHS is looking for service opportunities.

Marketing: Robin Gedney

Yard signs are expensive, getting prices from the company that Q of Ap. Used. Deeper discounts for schools, estimate 50 signs for \$3-400. Reusable plastic signs with inlaid dates that are changeable. Also going to talk to Jeff Zimmerman for a quote

Tours of the facility will be held once a month, all new families will be invited, tour guide families will host. Background info will be given regarding the history of the church and school. The goal is to welcome the new families on a personal level and make them feel comfortable in our parish. Offer info on programs to get involved and info on school.

Candy Canes were passed out to all children after Christmas masses with a Christmas wish from St. Paul School Children.

Asked for baptism list from Parish office, School kids are to send baptism congrats to each.

Robin and Andrea will go to the Arch Marketing meeting on Tuesday the 15th at St. Joan's.

The Deca Group at KM has decided it would be a conflict of interest if they were to help market St. Paul's

All Catholic School families will be asked to stand and be acknowledged at CSW masses Catholic Knights-Fish Fry, they will provide Napkins, Placemats, min. of 5 helpers, send invited to their members to come, will match funds btwn \$300-500. March 14th fish fry, believe it is home and school. Still need to talk to Helen Brady.

Plan to distribute open house flyers to area preschools.

Test Data? Do we have the same tests as KM, what about St. Jerome's chart?

Meeting with Bill to develop year long Marketing Plan with a budget. Some Goals:

- Direct marketing (mailings & phone) Increase the "sell", improve the quality of materials.
- More info in bulletin, newsletter info, happenings, recognitions, to give a great image of the school to all parishioners, to improve word of mouth.
- Define "Goals of the school" to be used in marketing
- Have an Enthusiastic campaign to introduce the new principal as soon as hired
- Consult with other successful marketers from area schools, i.e. CMH, Waukesha Schools.

Home and School: Michele Varick

Home & School hosted a holiday luncheon for the entire faculty and staff before Christmas break. We also provided a bin of homemade cookies for everyone.

Most of the school auction baskets have been turned in. In talking with some of the room moms, classroom donations were down (although Kindergarten had some very generous families and were able to make three baskets!). The board will consider asking for donations earlier next year, maybe October. We seem to be asking for a lot come November and December.

We are still working with Rose & Janet to finalize our speaker program for April 13th. We want to touch on how we can help/protect our children from all of the influences in today's society. We want parents to be able to go home with helpful "tools".

This month's Featured Fundraiser is Box Tops. We hope to reach our goal of 9,790.

We are checking on pricing for a school folder that could be distributed to all new parishioners as well as new families to the school. Home & School will be willing to pay for these to help the marketing committee.

We are working on plans for Catholic Schools Week. We will host an appreciation luncheon for the faculty and staff as well as special treats throughout the week for the faculty. We have discussed with Ms. Cooney having tables set up in the gathering space to display all the different extracurricular programs that St. Paul School has to offer. Home & School will be willing to help out with this!

The SCRIP program is doing well. As of Jan. 03, net profits are \$1200 more than last year at this time. Home & School's profits to date are \$2083.

H&S Budget discussions have begun, and a lot depends upon the auction profits. Ms. Cooney will also be checking with our faculty to see if there are any special classroom needs that H&S can help out with.

Bullying Committee: No report: Now called Character Formation Committee.

Athletics: No report.

Teacher Report: Barb Romanello

-Teachers want parents to know that the principal is not the only key to the success of the school.

-Letter shared from the Benkowski Family praising the school

Principal Report:

Judy Michel

- Passed out accreditation report.
- CSW activities described.
- Teacher Appreciation Day.
- Wed. 1/2 day in-service to work on Sticks and Stones program
- Spanish Program: Miriam McClellan(5-8). She's quit. She will complete report cards.

Miscellaneous:

Beth Mc Fadzen

- Sad news---Andrea Diedrich has departed the school board.
- Dave will post an opening.
- Microsoft Rebate Lawsuit info can be put into the newsletter and the word spread about donations.

Meeting adjourned at 10:00 p.m.

Respectfully submitted,

David A. Tomasiewicz
Secretary