

Minutes of September 25, 2015 CSGK Board Meeting

Attendees: Pastors: Msgr. Martin; Fr. Farrell; Lay Members: S. Bradshaw, J. Cavanaugh, S. Clark, K. VanderMolen; LAC Reps: E. Brown, M. Ogrin, T. Harding; Principals: B. Kosmerick, B. Reits; CSGK Staff: S. Gillig, P. Jodelis, K. Willard; Other Parish Staff: John Emilio

Call to order: 3:30pm

Opening Prayer/Commissioning: All

Approval of Agenda: September 25, 2015

Motion: Ogrin moves to approve Agenda; VanderMolen seconds. Motion passes.

Approval of Consent Agenda:

1. Minutes: June 12, 2015
2. Principal
 - 2.1. Hackett Catholic Prep (B. Kosmerick)
 - 2.1.1. All School Masses will be celebrated on Thursdays, starting at 12:50pm, except for the Feast of Immaculate Conception (Dec. 8), the All Schools Mass celebrated during Catholic Schools Week (Feb. 4), Ash Wednesday (Feb. 10), during retreat week (Feb. 26).
 - 2.1.2. The Theology teachers have begun using Verbum, an online searchable library that provides excellent curricular and searchable items to our students.
 - 2.1.3. The seniors have begun working on the Capstone project. Students were given the writing assignment and a timeline to complete a draft of their papers prior to Christmas break. Father Adams has met with all students to discuss their topics and suggest research sources. Time has been provided during Theology classes to meet with Ms. Luzenske, in the library, to understand the research opportunities provided by her as well as to discuss how the Berbum theology program can assist in research.
 - 2.1.4. Teachers and staff attended a PD on the redesigned SAT in August. Colin Ripmaster, from the Michigan Association of Secondary School Principals, presented the differences between the SAT and ACT and how the College Board has made adjustments to the traditional SAT that has been given.
 - 2.1.5. Hackett has opted in for administering the SAT to students the same day as the public schools—Tuesday, April 12, 2016. The WorkKeys test is date is Wednesday, April 13, 2016.
 - 2.1.6. The math departments will continue their instructional coaching with Diane Rogers and Diane Seabold, math consultants at KRESA.
 - 2.1.7. iPads were handed out to students on Thursday, August 27. Teachers are incorporating this technology into their classrooms and using it to enhance learning.
 - 2.1.8. Charles Heidelberg is heading our School Improvement Team (SIT). The SIT has been tasked with considering concrete ways to address concerns that were raised during our last Accreditation. Their first meeting will be October 15.
 - 2.1.9. Boiler Project – The Boiler Project is 90-95% completed. The system has been activated. There is still some electrical work that needs to be done. This should be finished in the next few weeks. We are currently considering whether to purchase a generator for the boilers and server room as well.
 - 2.1.10. Weight Room – All the equipment has been delivered and placed in the weight room. One of the platforms was formed so the company is sending materials to repair it. There is

some allocated money that is leftover. We are looking at what else can be upgraded with that money.

2.2. St. Augustine Cathedral School—No Report

2.3. St. Monica School (B. Reits)

- 2.3.1. We celebrated our opening school Mass on Tuesday, August 25 and the Feast of St. Monica on Thursday, August 27. All School Masses will be celebrated on Wednesdays this year.
- 2.3.2. The Parent/Student Bible and Catechism Study has begun and is scheduled for Tuesday mornings from 8:00-9:00 a.m. for students in grades 3-7. Our focus this year is "7 Secrets of the Eucharist" by Vinny Flynn.
- 2.3.3. Our teacher Bible Study began on Wednesday, September 9 at 3:30 and continues each month on the second Wednesday of the month. We will be studying Fr. Robert Barron's "Priest, Prophet, and King" Bible program.
- 2.3.4. We welcome Alanna Kenney, ECHO student from ND, who will be assigned to St. Monica Parish for the next two years and who will assist us with preparing students for Mass parts on Wednesdays and in planning Lenten retreats.
- 2.3.5. Teachers will be implementing Stages 2 & 3 of our draft UbD theology curriculum this school year. Stage 2 performance tasks will be of utmost importance.
- 2.3.6. We thank Mr. Mike Batterson, who constructed 17 fully finished and engraved oak kneelers for each of our classroom prayer corners. They are beautifully crafted.
- 2.3.7. NWEA MAP tests are being administered in grades 1-8 this fall. Results will be shared at our Student-led Conferences in October.
- 2.3.8. Teachers will be meeting with me next week to discuss goal-setting that is aligned to the Diocese of Marquette's Teacher Evaluation tool. This will again be accomplished 4 times this school year.
- 2.3.9. Tina Tribu, KRESA coach, will be working with a focus group of teachers in STEM initiatives.
- 2.3.10. Ethan Alexander, KRESA coach, will be working with a focus group of teachers in CHAMPS in order to move our school into the next level of positive behavior approaches for the classroom.
- 2.3.11. Gina Garza Kling, WMU professor and parent, will be working with our new teachers to implement the mathematical practices. Gina will also be facilitating the Parent Math Night scheduled for Monday evening, September 28th from 6:30-7:30.
- 2.3.12. During our diocesan administrator meeting, we discussed the importance of bringing LAC's together to discuss consistency in understanding of the accreditation process for annual school improvement efforts. More details should follow from the Office of Schools.
- 2.3.13. Kathy Doud's marketing position was assumed into CSGK where her gifts and talents in writing and reporting will benefit the whole CSGK school system. Her office will be maintained at St. Monica.
- 2.3.14. A donation was received for \$5,000.00 earmarked for the purchase of an additional iPad cart. We are so very blessed and greatly appreciate this support.
- 2.3.15. We are the grateful recipients of 50+ donated CPU's and monitors, by the help of Kevin Kavanaugh. These will enable us to upgrade many outdated computers.
- 2.3.16. We enrolled a sixth grade student (Seung Woo Yoo), who comes from Korea, and a third grade student (Emily Hannah) whose father will be transferring to Kellogg's in Battle Creek.

3. Local Advisory Council Reports

- 3.1. Hackett Catholic Central (T. Harding)—No Report
- 3.2. St. Augustine Cathedral School (E. Brown)—No Report
- 3.3. St. Monica School (M. Ogrin)—No Report

4. Committee Reports

- 4.1. Enhancing Community (S. Bradshaw)
 - 4.1.1. Creating the CSGK Mass Attendance Schedule for 2015-16

Motion: VanderMolen moves to approve the Consent Agenda; Ogrin seconds. Motion passes.

5. Advancement Review: (K. Willard)
 - 5.1. Financials:
 - 5.1.1. Reporting of 2015-16 financials will begin in October. A draft of the 6-30-15 financials are attached.
 - 5.2. Annual Fund Recap:
 - 5.2.1. Overall, the annual fund/advancement totals for 2014-15 were up 9% over the previous fiscal year. As mentioned in the June report, although we met our unrestricted goal (\$150,000 for CSGK) and overall goal (\$375,000), unrestricted donations were down. With focus on unrestricted appeals to alumni and further segmentation applications, this trend should be reversed during the 2015-16 annual fund campaign. It should be noted that our restricted donations were up significantly and, thus, we exceeded our previous fiscal year totals.
 - 5.2.2. The *2014-15 Annual Report* is being drafted.
 - 5.3. Other Highlights from 2014-15
 - 5.3.1. Special Projects: Advancement collaborated on two significant special fundraising projects during last fiscal year, including the Community Anchor Project along with St. Augustine Cathedral School, St. Augustine Cathedral Parish and the Diocese of Kalamazoo. Advancement fundraising efforts related to the CSGK community included securing individual donations in excess of \$70,000.00, along with approximately \$21,000.00 in grants for St. Augustine Cathedral School, specifically.
 - 5.3.2. As a result of a matching grant received, Advancement also collaborated with the Hackett Catholic Prep marching band on their Band Uniform Fundraiser which netted over \$18,000.00 for uniforms and equipment.
 - 5.3.3. Events: Advancement led 4 special events during the 2014-15 fiscal year, including Hackett's 50th Anniversary Tailgate in the fall and the 50th Anniversary Celebration/Shamrock Auction in March, as well as two alumni regional mixers in Chicago and Kalamazoo. Additionally, Advancement worked with Enrollment and St. Augustine Cathedral School to host a Chamber Connect event in May at the site of the Community Anchor Project
 - 5.3.4. New Scholarships Secured: 3 new scholarships effective for the 2015-16 school year were secured from donors. Anonymous donors have established two scholarships--one to benefit a student at HCP and one at St. Augustine Cathedral School. Additionally, a new scholarship has been established by the Kendzior Family—The Donna Kendzior Memorial Scholarship--which will benefit a Hackett student each year. All three scholarships have been fully funded for the 2015-16 school year for a total of over \$16,000.00.
 - 5.4. Annual Fund:
 - 5.4.1. The *2014-15 Annual Report* is being finalized for publication.
 - 5.4.2. The first appeal of the 2015-2016 annual fund campaign was delivered this week to faculty and staff. The next round of appeals will be sent to alumni, followed by parents and friends.
 - 5.5. Shamrock Auction:
 - 5.5.1. The Shamrock Auction is tentatively scheduled for March 5, 2016 in the Kalamazoo Room of the Radisson. We are seeking a leadership committee of +/- three parent couples to serve as co-chairs of the event, and plan to hold an initial meeting in early October.

5.6. Irish Pride:

5.6.1. The fall issue will be published in October.

5.7. Kalamazoo Regional Catholic Schools Foundation:

5.7.1. The next quarterly meeting is TBD.

5.8. Other:

5.8.1. We will host a tailgate before the Homecoming football game on October 2, using the same format as last year's event. Invitations have been emailed to all current CSGK families and alumni. There will also be an item in local parish bulletins this weekend, opening the event to the full Kalamazoo-area Catholic community.

6. Communications Review: (P. Jodelis)

6.1. The Diocese hosted an Enrollment Management/Marketing conference presented by Partners in Mission on August 28, 2015. Maria Ippolito, Director of School Marketing and Communications: Archdiocese of Chicago, was the presenter. Her key point to the presentation was: "Why should I spend my precious money to send my precious child to your school?" The premise was the following:

*Challenge to attendees: "**Catholic and safe**" are an inherent and important part of why parents choose to send their children to Catholic schools. Catholic school enrollment trends clearly indicate, however, that there aren't enough families who view **Catholic and safe** to be compelling enough to enroll. Our challenge (then) to schools is to create a clear and compelling value proposition that addresses the **needs of families** in a compelling and differentiated way.*

The CSGK value proposition for each of our schools needs to be clearly communicated in all of our marketing efforts- including websites, brochures, ads, etc.

6.2. Steve Clark hosted a staff retreat for the Advancement Team on September 10, 2015. We focused on benchmark 13 which states "an excellent Catholic school enacts a comprehensive plan for institutional advancement based on a compelling mission through communications, marketing, enrollment management, and development. We examined our three areas: Giving, Enrollment, and Communications. We looked at what we have done in the past and developed goals for the 2015-16 school year. Our goals address the need to clearly identify value propositions and then to present this value in our marketing efforts.

6.3. To finalize the Monsignor John R. Hackett/Hackett Catholic Prep 50th Anniversary celebration, a Michigan Milestone Award Plaque will be issued by the Historical Society of Michigan, in recognition of the school's 50 years of service to the community. A special commendation issued by the Governor's office will also be awarded. We will hold an awards ceremony and invite such dignitaries as the Bishop, local Clergy, Congressmen Fred Upton and State Legislators etc. The date for this event is still undecided. This will be a media event with coverage from both the Kalamazoo Gazette and Channel 3 News.

6.4. Mlive carried the story written by Kathy Doud (CSGK Communications Specialist) entitled "Class of 1965 Helps Hackett Catholic Prep Celebrate 50th Anniversary". We plan on producing at least one press release per month to maintain a CSGK media presence. Many of these stories can be reused in our own publications or displayed on our websites. Kathy is working on our next story regarding the Papal Visit and our own CSGK Families' experiences traveling to Philadelphia. We will also feature Allison Buday, a recent HCP graduate and now a student at Catholic University of America, who will be part of the Washington D.C. Papal Festivities.

6.5. We are working on sending out a CSGK wide Communications Survey, in an attempt to determine "What communication tools do our CSGK parents prefer?" This survey should be out by mid-October after all schools have given their input.

- 6.6. Sarah Gillig and I met with **Greenstreet Marketing** to develop marketing materials for our schools that have the same look and feel (CSGK) however are also unique to each individual school. Our first projects are for HCP, as we begin the planning for the November 5th "See Yourself at Hackett Open House".
- 6.7. Sarah Gillig and I are working with Mike Lanka, a St. Monica parent and photographer, who will began a CSGK photo shoot on Thursday, September 24, 2015. He will take photos at St. Augustine's and Hackett Catholic Prep; with plans to finish at St. Monica in October. We will use these photos for both marketing and advancement purposes.
- 6.8. We are working to help publicize the **Find Yourself at Hackett Open House** which will be held on Thursday, November 5, from 6:30-8:30 p.m. In the Mlive 50th article, we were able to work into the copy the following; *The school will host an Open House for prospective students from 6:30-8:30 p.m. on Thursday, Nov. 5. The night will include school tours given by National Honor Society students; booths in the gym where prospective students can explore what Hackett has to offer; a lottery drawing for a \$1,000 tuition voucher for one incoming freshman; and a short presentation by new principal Brian Kosmerick, which will be preceded by a performance of the "Hackett Fight Song" by the HCP choir and band. For more information, contact the HCP main office at (269) 381-2646*

7. Enrollment Review: (S. Gillig)

- 7.1. The Diocese hosted an Enrollment Management/Marketing conference presented by Partners in Mission on August 28, 2015. Maria Ippolito, Director of School Marketing and Communications: Archdiocese of Chicago, was the presenter. Her key point to the presentation was: "Why should I spend my precious money to send my precious child to your school?" The premise was the following:

*Challenge to attendees: "**Catholic and safe**" are an inherent and important part of why parents choose to send their children to Catholic schools. Catholic school enrollment trends clearly indicate, however, that there aren't enough families who view **Catholic and safe** to be compelling enough to enroll. Our challenge (then) to schools is to create a clear and compelling value proposition that addresses the **needs of families** in a compelling and differentiated way.*

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- 7.2. Steve Clark hosted a staff retreat for the Advancement Team on September 10, 2015. We focused on benchmark 13 which states "an excellent Catholic school enacts a comprehensive plan for institutional advancement based on a compelling mission through communications, marketing, enrollment management, and development. We examined our three areas: Giving, Enrollment, and Communications. We looked at what we have done in the past and developed goals for the 2015-16 school year. Our goals address the need to clearly identify value propositions and then to present this value in our marketing efforts.
- 7.3. As part of the benchmarking process to develop a comprehensive Admission plan for Hackett Catholic Prep, I visited Alter High School in Kettering, Ohio. The Enrollment Director shared their Enrollment plan, and admissions process along with other marketing tips we can possibly use. Alter High School is a coed high school with an enrollment over 600 students. Although much different in terms of size, their enrollment challenges are similar- public schools still remain the strongest competition. Like HCP, the Alter value proposition is closely tied to competitive academics, a community spirit, and the strong Catholic values present in all things. I am completing the benchmark process and will present an Admission Plan proposal in October.

- 7.4. Petra Jodelis and I have met with Greenstreet Marketing to develop some marketing materials for our schools that have the same look and feel (CSGK) however are also unique to the individual school. Our first projects are with HCP as we begin the planning for Open House.
- 7.5. Mike Lanka, St. Monica parent and photographer, began a CSGK photo shoot on Thursday, September 24, 2015. He took pictures at St. A's and HCP; with plans to finish at St. Monica in October. We will use this pool of pictures for marketing and advancement purposes.
- 7.6. Find Yourself at Hackett Open House is Thursday November 5 from 6:30-8:30 p.m

8. Financial Review: Finance Committee (K. VanderMolen)

8.1. School Funding:

- 8.1.1. The committee reviewed the finalized June 30, 2015 financial statements and notes. Net income ended up at \$34,755. The committee also reviewed the Fund Balance reserves.
- 8.1.2. Enrollment numbers were reviewed, see handout.
- 8.1.3. The committee reviewed the 2015-2016 Budget with net income at \$6,616.
- 8.1.4. The committee reviewed the August 31, 2015 financial statements. Expenditures were at 15.6% below 16.6% (2/12).

8.2. Actions/Motions required by Board (if any):

Motion: Ogrin moves to approve the June 30, 2015 financial statements; Brown seconds. Motion passes.

Motion: Ogrin moves to approve the June 30, 2015 Designated Fund Balance; Brown seconds. Motion passes.

Motion: Ogrin moves to approve the 2015-2016 final budget; Brown seconds. Motion passes.

Motion: Ogrin moves to approve the August 31, 2015 Financial Statements; Brown seconds. Motion passes.

9. Other Business:

- 9.1. The CSGK will host a tailgate at Hackett before the Homecoming football game on October 2, using the same format as last year's event. Invitations have been emailed to all current CSGK families and alumni. There will also be an item in local parish bulletins this weekend, opening the event to the full Kalamazoo-area Catholic community.
- 9.2. Pledge of Commitment – Board Members: Clark distributed the Catholic Schools of Greater Kalamazoo, Inc., Board of Directors' Pledge of Commitment. All board members were asked to read the statement, sign it, and return it to the next meeting.

10. The next meeting is scheduled for Friday, October 23, 2015 – 3:30pm at Hackett Library.

Motion: There being no other business before the Board, VanderMolen moves to adjourn the meeting; Fr. Farrell seconds. Motion passes. The meeting was adjourned at 4:10pm.