

St. Pius X School
Advisory Council Meeting Minutes

The Weigant Room

May 10, 2018

5:45 p.m.

PRESENT: Father Matt Gerlach, Lisa Bell, Heidi McCoy, Beth Taylor Carey Jolin, Daniel Chaboya, Erin Stabnick, Jeanine Nowell, Joe Tran, Katie Dale, Lisa Lang, Nancy Hillman, Royce Ellington Veronika Swiney, and Viviana Suarez-Fernandez.

ABSENT: Scott Carlisle and Tony Wilson

GUESTS: None

CALL TO ORDER: 5:53 p.m. by Jeanine Nowell

PRAYER AND REFLECTION: Father Matt Gerlach

MINUTES APPROVED: April 19, 2018 minutes were approved

INTRODUCTIONS: N/A

OLD BUSINESS: N/A

NEW BUSINESS:

Lisa Lang presented Long-Term Enrollment Strategy (Reference attached documents).

Emphasis amongst this committee is establishing connections

Strengths:

We have the newest facilities in the diocese

Some of SPX strengths are also weaknesses e.g., SPX's location

Opportunities:

Uncertainty with TPS

Cconnections School<->Church

Promoting a strong Catholic Schools Week (Jan 27-Feb 2)

Children's mass 1/month

Observation - We don't have sisters/nuns visible at the school. Some students have never seen a nun.

Large percent of SPX parishioners have students attending SPX (70 plus %)

Next year's school mass day will be moved to Wed. and that may help with families attending for the weekend. Father mentioned this has proved successful with other schools.

Cconnections School<->Community

Community experience/promote ourselves....Be present

Route 66 - Passing our water (N. Hillman is a contact for this)

Day of the Dead

Aquarium (As previously shared by C. Jolin)

Cheerleaders, athletics

SPX - Pet mascot

Guthrie. Green - SPX Spirit Night

Financial Workshops

529 Plans can be used for elementary schools

Perhaps the Finance Council can rename the phrase 'Financial Aid' to offset perception of 'need' or 'aid'. A new concept is called 'Variable tuition.' It communicates financial ability of the family and not the need of the family. Perhaps this concept can be further investigated, reviewed and possibly implemented by the Finance Council.

Interactive capability on the website

Bookmark SPX website during Back to School Night

Stay connected over the Summer

Post from where you are #spxmarksthespot, #spxbestkeptsecret

Movie on the lawn – H&S has plans to do 1 event/month

The best advertisement of SPX has been word of mouth

Recruitment starts with new babies:

Giving a **onesie** to newly baptized baby –SPX gear

Welcome letter from our school

New SPX Gear

More options e.g., **Running shorts**

Sporty gear the kids would like to wear, walking SPX advertisement

Athletic gear should always have St. Pius written on it

SPX Open Houses are successful

We tend to get students enrolled from attending Open Houses

Most of the leads come from other parishes; we need to find out which parishes

Join events at other parishes/partner with them on events

Recruitment

Shadow Day - Swag bag Magnet, pencils, and follow-up calls

Additional Class Offerings

Electives, yet there is a time crunch with the requirements from the diocese

Leadership Academy. Perhaps this could be 1/month...presenters, 10-14 yr old individuals, 4th-8th grades. Todd Goldsmith did this and it proved very successful. A safe place for kids to talk about their interests/\concerns and gain exposure to people in the community/presenters.

More Storytelling

Student of the Month

Teacher of the Month

Parent Blog

House System – Projects, service, team building, challenges

Publish that our teachers attend conferences (photograph with a few sentences). Sometimes parents don't know why their child has a substitute teacher for the week.

Connections School<->Alumni

Life After Graduation – **Follow a BK student** who previously attended SPX

Alumni Facebook Account

Information can be shared in different formats – Website videos, articles, etc.

More use of the Alert System

Send good news announcements – SPX won this or that competition

It was noted that we have high retention numbers

Recognition of long time attending SPX students (K-8)

Long course at SPX, lifer **pin** - Defender for Life

Special garb at graduation

Cconnections School<->Parent

The Parent is the #1 client of the school

Parent Appreciation in the form of - **Bring you Parent to School Day** – Unfortunately, parents really don't know what's happening in the classroom.

Teacher could send a parent a personal note/email about a child in their classroom once/week. This is an ongoing relationship builder versus relying on the limited time that is allotted at Parent/Teacher conference.

Step Up Program – Explain what the next phase will look like to the parents. Preschool students going into K & students going into Middle School (**Fall**) prepping parents, helping to shape an early decision to stay at SPX

Early enrollment discount \$25 off

Continual enrollment, lock your place (Need numbers from Father, Principal & Finance Council in December).

COMMITTEE REPORTS:

Home & School (Nancy Hillman):

H&S Nomination results:

President - Nancy Hillman

V.P. - Kelly Meyers

Treasurer -Theresa Ellis

\$4,400 received for Coin Drive

Skate Night party, approximately \$200 raised

Spirit shirts organized

Great feedback provided for Teacher Appreciation Week (Fridge stocked, snacks, luncheon, sno cones)

Spring Fling event - Name change may be warranted because it was perceived just for Middle School

Next year – Redo pool party, location change warranted

New Family event - August 12th

Pastor Report: Father said, “Thank You” to everyone for their support. “SPX will always be his school.”

Principal Report: Principal Bell said her farewells. She is leaving after 8 years. She said, Thank you. We have a great Advisory Council. This group has done so much. Whatever you put your mind to, it will happen. This is a great place and a special place, continue to let everyone know how special it is.”

Enrollment numbers to date:

351 students enrolled for next year. (Significantly higher than where we were last year)

15 student offers sent

9 on hold for financial aid reasons

Total SPX capacity = 425

Pre-school Open (21 - 3 yr. olds 23-4 yr .olds)

K - Very open

1st Grade -20 more spots available – **Great recruitment strategy, low ratio.**

3rd Grade small

4th Grade 46 students

6th Grade – 44 students

8th Grade - 36 students

Meeting concluded at 7:50 pm.

Our next meeting will be over the summer. Date TBD. Jeanine has to coordinate a date with Fr. Bradley. Daniel Chaboya will provide information on Diversity/Inclusion study.