

February 13, 2022

6:45- 7:45 pm

Present: Katey, Larry, Jeff, Al, Olga, Susie, Mark, Stewart, Margaret, Andrew

Absent: Daniel

Call to order 6:46 pm

Approve February Agenda: Mark motioned, Olga second (all in favor)

Accept January 23rd Minutes: Mark motioned, Susie second (all in favor)

Opening Prayer: (Margaret)

Principal Update

- Accreditation self study report has been submitted
- Michigan State Police audit was completed

Financial Update

- Larry - Roberta Peacock may be interested in assisting the school board on the finance subcommittee and Deacon Dan will be a member of the Mission Effectiveness subcommittee
- Larry
 - Parishioner Tuition 2022-2023 School Year
 - Single student \$3,600 to \$3,900
 - Two students \$5,950 to \$6,900
 - Three students \$6,800 to \$7,500
 - Nonparishioner would be \$600 more than the above instead of \$500 more like in years past
- Dr. Al Havens - Have each school in the Diocese of Grand Rapids to send a letter to Governor Whitmer asking if there will be funding for private preschool as well as public preschools
- Larry - How many people should be on the Finance subcommittee? Efforts need to be focused on increasing enrollment

Old Business

- Recruiting
 - Olga - reached out to Michelle Krick and she would be open to being part of the Marketing subcommittee next year
 - Susie - reached out to Laura Amidon to be part of Marketing subcommittee and Laura will let Susie know
- Key Takeaways from Letters/Purpose/Responsibilities
 - Mark - Set dates to make a marketing plan
 - What has been done that works? Doesn't work? How can we best impact our community?
 - Katey - Ask Sara Toepfer for her guidance in creating a marketing plan
 - Olga - messaging in marketing needs to appeal to all Christian faiths
 - Katey - Read that development should be a third part of how the school is being funded (in addition to tuition and subsidized support from the parish)
 - Stewart - Speak at Lions Club or Optimist Club, etc.

- Jeff - let board know that he will add SCS speaker to Rotary Club meeting
- Mark - SCS ambassadors should be available at different events - after Mass
- Olga - Fish fries should have SCS ambassadors
- Larry - Common Elevator Speech should go out to all SCS ambassadors
- Stewart - distributed 15-second "Elevator Speech"
- Al - Have name tags with person's title, kids and ages of their kids

Closing Prayer: (Katey - Glory Be)

Adjourn:

Mark - motioned

Andrew - second (all in favor)

Meeting adjourned at 7:56 pm