

**Faithful Shepherd Catholic School and Tri-Parish Center  
Board of Directors Meeting  
Approved Minutes  
April 7, 2015**

**Board Members Present:**

St. John Neumann	St. Thomas Becket	Church of St. Peter	Other Attendees
Fr. Doug Ebert	Fr. Tim Wozniak	Fr. Steven Hoffman	Ms. Terese Shimshock, Principal
Susan Johnson	Tom Durand		
Marge Gruenes	Tom Levandowski	Jennifer Silgen	

Description	Discussion	Action By
<b>Invocation</b>	The meeting began at 7:13PM.	Wozniak
<b>Adoption of Agenda</b>	<p><b>Motion: Johnson</b> made a motion to approve the April 2015 Agenda with the following adjustment:</p> <ul style="list-style-type: none"> <li>• Gruenes will give closing prayer instead of Durand</li> <li>• Sheila Manahan is not in attendance.</li> </ul> <p><b>The motion was unanimously approved.</b></p>	Board
<b>Approval of Minutes</b>	<p><b>Motion: Durand</b> made a motion to approve the March 2015 Minutes with the following changes:</p> <ul style="list-style-type: none"> <li>• Development Report – "...plans moving forward." and "...passed on to Andrew Claude for further discussion and contact."</li> </ul> <p><b>The motion was unanimously approved.</b></p>	Board
	<b>Strategic Objectives</b>	
<b>Scorecard Review</b>	<p><b>Board Effectiveness:</b> An update is expected at next month's Board meeting.</p> <p><b>Multi-Year Budget:</b> Finance representative met with Nate Jorgensen on 4/2 to gather technology budget for the next seven years.</p> <p><b>Fundraising:</b> Robin and Todd Corbo have agreed to chair SeptemberFest for 2015, with Mary and Craig Johanns and Kevin Toboja working under their guidance to assume the chair position beginning in 2016. Ecothon kick off occurred April 1, goal is \$60,000.</p> <p><b>Enrollment:</b> Currently we have 31 Kindergarten students that have paid their \$75 registration fee. Registration deposits for all grades are due May 15, 2015.</p> <p><b>Vendor Management:</b> Per materials circulated by T Shimshock and M Gruenes in connection with the January 2015 board meeting, this objective was finalized in March 2014. As a result, no work has been needed on this carry-over objective from the 2013-14 school year.</p> <p><b>Financial Aid:</b> The Enrollment/Tuition Task Force generally</p>	Shimshock

	<p>continued its bi-weekly scheduled meetings. Tom Levandowski and Bret Farrington met with Steve Hoepfner at the Schulze Family Foundation on March 13 to discuss FSCS's intention to apply for a grant at the SFF's next grant opportunity (June 1st) as well as to discuss the types of enrollment incentives typically supported by the SFF. A referral and transfer grant proposal was circulated to enrollment/financial aid task force on 3/16, email proposal to full Board on 3/19. Through extensive email exchange, and conference calls on 3/19 and 4/3, the task force (1) finalized "pilot" enrollment incentive program recommendation for Board action at 4/7 board meeting that aligns with SFF grant application objectives, and (2) further recommends - based on input from administration - a new family Kindergarten enrollment incentive for the 2016-17 school year (targeted for announcement at the start of the 2015-16 school year). Task force recommends the SFF grant application seek the grant to support referral/tuition grant programs, and funding for additional financial aid awards targeted at new Kindergarten families on the fence for financial reasons for 2015-16 school year. Bret Farrington is taking lead on preparing the SFF grant application and continues consultation with Steve Hoepfner for that purpose.</p>	
	<b>Principal's Report</b>	
<b>Principal's Report</b>	<p><b>Chromebooks</b> – FSCS hosted a visit by representatives of Annunciation and Our Lady of Peace who have heard about the FSCS 1:1 Chromebook program, and are looking to learn more. Levandowski suggested seeking out publicity to cover this program's success and popularity.</p> <p><b>Intern</b> – Have interviewed one intern with a second intern scheduled to be interviewed soon.</p> <p><b>Addressing Bullying</b> – Shimshock provided a handout called "Peaceful Playgrounds" addressing how to handle bullying during un-supervised activities, including recess. Intent is to use the concepts provided in this document to train recess supervision staff. Also, MN state legislature enacted a new law called "Safe In Schools". This was enacted in 2014 after the Board's review and updates of FSCS policies. However, FSCS policy will be further revised to follow this legislation as well as blending in District 196 policies. The review will happen prior to the May Board meeting, then offered as a first reading at the May meeting, and offered for adoption at the June meeting.</p>	Shimshock
	<b>New Business</b>	
<b>Enrollment Activities</b>	<p><b>2015 Enrollment Update</b> - So far, a total of 388 students families have returned their Tuition and Fee Agreement Forms along with the \$25 fee. Enrollment deposits (\$400 per family) are due May 15. Based on Shimshock's discussions with families, enrollment is expected to be at or about 423 students.</p>	Shimshock

	<p>This includes 32 Kindergarteners (19 of which are siblings of current families). Current enrollment is 462 students, following the recent departure of one family due to a job relocation.</p> <p><b>Short-term activities to impact enrollment</b> – Includes recent parish recruitment activities, such as:</p> <ul style="list-style-type: none"> <li>• SJN Parent’s Night Out</li> <li>• STB preschool table info</li> <li>• SP Parents Night Out</li> <li>• SJN Wit and Wisdom being held at FSCS, with first grade poetry reading.</li> <li>• Volunteer and Tri-Parish Appreciation Mass</li> </ul>	
<p><b>Grants and Incentives</b></p>	<p>Shulze Family Foundation Grant – Maximum grant amount is \$50,000. Typical SFF grants are provided in support of increased access to K-8 Catholic schools of excellence through need-based financial aid. It is the Board’s intent to pursue the SFF Grant right away so that, if awarded, FSCS will be able to apply grant monies to financial aid for the 2015-16 school year.</p> <p>Enrollment Tuition Task Force – Has been meeting since November 2014 with the goal of formally organizing efforts to establish an endowment, as well as other means of incentivizing recruitment and enrollment of new families to FSCS. After much discussion and research, the group decided to pursue two pilot programs which it dubbed “Referral Grant” and “Transfer Grant”, both of which would be used for recruiting in the 2015-16 and 2016-17 school years. Tom Levandowski offered the following motion:</p> <p><i>Based on the recommendation from the Enrollment/Financial Aid Task Force*, I move that the Board approve the following two enrollment incentive “pilot programs” for the 2015-16 and 2016-17 school-years:</i></p> <ol style="list-style-type: none"> <li>1. <i>Referral Grant: Offered to any person -- FSCS staff, parents of currently enrolled children, alumni, parish employees, parishioners, etc. -- recognized as the referring party by a newly enrolled FSCS family.</i></li> </ol> <p><i>2015-2016 &amp; 2016-2017: For each academic year, \$500 per new family referred</i></p> <ul style="list-style-type: none"> <li>• <i>Student(s) must be actively enrolled in K-8 for forty-five school days,</i></li> <li>• <i>Referral payment is made after new family has made a tuition payment.</i></li> <li>• <i>Applies to referrals made on or after November 1, 2014 for enrollment in the 2015-16 or 2016-17 academic years.</i></li> <li>• <i>Referrals for the 2016-17 academic year must</i></li> </ul>	

	<p style="text-align: center;"><i>be made no later than December 31, 2016.</i></p> <ul style="list-style-type: none"> <li>• <i>Referral grant is \$500 per family (i.e. not per student).</i></li> <li>• <i>Other terms/conditions reasonable and necessary to carry out the purposes of, and to implement, this grant.</i></li> </ul> <p>2. <i>Transfer Grant - This is a two-year grant available to families that have students transferring into FSCS grades 1-7 for the first time and/or returning after being away one or more academic years This grant will automatically be applied to a families' tuition account.</i></p> <p><i>Year One Grant: \$1,000 offered off of tuition per eligible student (applies to school year 2015-16).</i></p> <p><i>Year Two Grant: \$500 offered off of tuition per eligible student (applies to school year 2016-17).</i></p> <p><i>Other terms/conditions reasonable and necessary to carry out the purposes of, and to implement, this grant.</i></p> <p>Task force will continue its work of addressing the need to provide incentives for new Kindergarten families.</p>	
<b>Capital Campaign</b>	<p>An RFP was developed and was sent via Margaret Slawin, Director, Office of Development and Stewardship, Archdiocese of St. Paul and Minneapolis. Margaret will coordinate the next step of the feasibility study with the prospective organizations. An advisory committee was formed to conduct and participate in the interview process, which will be this Thursday at FSCS at 7:00. Two organizations will be interviewed: Lynch Development Associates and Steier Group. There is a cost associated with executing the Capital Campaign, estimated to range between approximately \$8,000 - \$17,000 (negotiable). The Finance Committee is aware and supportive.</p>	
<b>Archdiocesan Bankruptcy</b>	<p>Tom Levandowski briefed the Board on his discussion with attorney Michael J. Iannacone on 4/1/15 (Iannacone Law Office, P.L.L.C.) regarding the potential range of risks for FSCS in connection with the Archdiocesan Bankruptcy filing. Generally, FSCS's status as an independent 501(c)(3) organization and the lack of ownership interest in FSCS by the Archdiocese or the sponsoring parishes places FSCS in a better position than entities reflecting Archdiocesan or Parish ownership interests (e.g., FSCS is in a better position than Parishes, parish or diocesan schools, etc.). Tom recommended that the Board retain Mr. Iannacone (discounted rate of \$300/hr.) for a limited consultation (for now) and to have him on retainer if needed as the Archdiocesan Bankruptcy matter unfolds. The Board agreed to take the matter up on in a subsequent Motion (including an electronic motion).</p>	

<b>SeptemberFest</b>	Robin and Todd Corbo are going to lead this effort, along with the Johanns and Tobja families who have agreed to shadow this year and lead this effort next year. The Board communicated its thanks to the Corbo, Johanns, and Tobja families.	
<b>Administration</b>	The Personnel Committee is considering potential options for replacing the Assistant Principal position made vacant as a result of the departure of current AP Maureen Odegaard at the end of the 2014-15 school year. Ms. Odegaard is leaving to become the Principal of a school in her hometown. Among the options to be assessed for replacing the vacated Assistant Principal position is an overall restructuring of Admin roles to best suit the current and anticipated Academic, Marketing/Development, and Business needs of the school.	
<b>Board Listening Session</b>	Scheduled for April 15, 2015. A communication has gone out to the parent community. The Very Reverend Fr. Charlie Lachowitz will attend and provide background and history on FSCS. Purpose of the meeting is to allow the Board to receive input from the broader parent community on any concerns, feedback, or ideas for their students as well as the health and well-being of the school.	
<b>Unfinished Business</b>		
<b>Preschool Feasibility Task Force</b>	Shimshock attended Principals' meeting, gleaned some new information with regard to FSCS providing Preschool services. Along with Marge Gruenes, met with Lake Area Discovery Center, an organization who provides turn-key onsite Preschool services in a number of Christian schools. One of the most significant challenges would be space (i.e. whether FSCS would have enough to take on the additional enrollment). Next step is to research those who are using Lake Area Discovery Center, including the pastors of those parishes that are associated with the schools in which they are located in order to assess their Catholicity, among other things.	Gruenes
<b>Reports of Committees</b>		
<b>Marketing</b>	<p><b>Alumni Marketing</b> (Mary Bazal) - Email going out to Alumni to gain volunteers for Wit and Wisdom and invite to Parishioner Appreciation Mass. Considering asking about chairs for various school events.</p> <p><b>Branding</b></p> <ul style="list-style-type: none"> <li>• A "Day in the Life" video is in the works which would be posted online at the FSCS homepage. Jennifer N. checking with videographer on what it will take to complete this and what the timeframe looks like.</li> <li>• Half page brochure completed for handout at events</li> <li>• Website <ul style="list-style-type: none"> <li>○ (Pete Lawless) Banners need to be more graphic</li> </ul> </li> </ul>	

	<ul style="list-style-type: none"> <li>with landing pages</li> <li>○ (Pete) Analysis of referral sources. Look at Landing pages built for specific parishes</li> <li>○ Good site example for information page: <a href="http://www.stjohns-savage.org/school/admissions/at-a-glance">http://www.stjohns-savage.org/school/admissions/at-a-glance</a></li> </ul> <p><b>Community Events Planned/Planning</b></p> <ul style="list-style-type: none"> <li>• MarketFest in June - Open to outside orgs</li> <li>• Scottish Fair - On FSCS property this summer and we will have a presence</li> <li>• SJN Summer Sizzle</li> <li>• Eagan Streets Alive - Sept. 12th</li> <li>• 4th of July Parade - Still interest from Committee in participating and are considering flyer asking for a volunteers</li> </ul> <p><b>Development Committee</b> - Support for Capital Campaign, Star Fund, Endowment as needed</p> <p><b>Lead Nurturing and Ongoing Drip Campaign Marketing</b></p> <ul style="list-style-type: none"> <li>• (Jen R.) Going to get quotes on a list of names for a quick drip campaign</li> <li>• (Pat) Facebook targeting - Will be working on highly targeted zip code/demographic targeting campaigns</li> </ul> <p><b>Other Possible Action Items</b></p> <ul style="list-style-type: none"> <li>• Endowment information on the website</li> <li>• "How You Can Help" Piece</li> <li>• Consider Monthly meetings with other committee heads and Terese to keep the information flowing</li> </ul>	
<p><b>Development</b></p>	<p><b>Attendees:</b> Terese Shimshock, Catherine Skagen, Jim Burns, Tom Durand, Aida Schaefer, Andrew Claude</p> <p><b>Endowment Fund/Capital Campaign</b></p> <ul style="list-style-type: none"> <li>• Fund raising efforts for the Endowment Fund in the next 30 days include discussions with local foundations.</li> <li>• An RFP has been created for a proposed Capital Campaign for the school. The RFP has been sent to the board for review/approval.</li> <li>• Next step is to engage the Archdiocese to assist in the interview and selection process for an outside firm to assist.</li> <li>• A feasibility study will be conducted prior to a formal Capital Campaign launch.</li> </ul> <p><b>STAR Fund Update/Next Steps</b></p> <ul style="list-style-type: none"> <li>• An initial list of potential donors has been created. Jim Burns has additional names that he will pass on to Tom Cierzan.</li> </ul>	<p>Johnson</p>

	<ul style="list-style-type: none"> <li>• Formal asks begin in the next 2 weeks.</li> <li>• Potential idea to designate donors as founding members of the STAR fund.</li> <li>• HSA will work on reaching out to Kindergarten grandparents during their event in May.</li> <li>• Goal is to raise \$110,000.</li> </ul> <p><b>Ecathon Update/Next Steps</b></p> <ul style="list-style-type: none"> <li>• Reviewed the communication that will go out to families regarding the new Ecathon.</li> <li>• Goal is to raise \$60,000.</li> </ul> <p><b>SeptemberFest Update</b></p> <ul style="list-style-type: none"> <li>• No leader(s) yet. Board appeal went out last Friday.</li> <li>• Meeting needs to occur with the board after Easter if no leadership is in place. Will need to decide next steps/cancellation.</li> </ul> <p><b>Development Committee Communication to FSCS Community</b></p> <ul style="list-style-type: none"> <li>• Need to draft communication and send out.</li> <li>• Define each fund</li> <li>• Define what goes where</li> <li>• Tom D, Pat S, and Andrew to create.</li> </ul> <p><b>Gala</b></p> <ul style="list-style-type: none"> <li>• There is a date conflict with our usual auctioneer for next year's Gala. Terese to check on availability for the Saturday before or after our original date.</li> <li>• It was agreed that moving to Friday was not a good idea.</li> </ul> <p><b>Development SOP</b></p> <ul style="list-style-type: none"> <li>• Discussion to create an SOP on fundraising efforts for the school.</li> <li>• Define efforts that are led by the Development Committee, HSA, or is parent sponsored.</li> <li>• Determine by dollar amount</li> <li>• Andrew to draft document and send to the committee for input/review.</li> </ul>	
<b>Finance</b>	<p>The Finance Committee met March 11<sup>th</sup>. The Committee reviewed February's month end statements from Karen Hunter, which was distributed to the Board. Findings: A combination of Accrual and Cash Accounting had occurred in the past. The Committee decided to change this practice and to standardize its accounting methods. The Committee also reported that there currently is approximately 3 years of cash reserves set aside to cover debt service. Beyond that timeframe, and assuming FSCS finances continue as forecasted, Finance would seek debt refinancing options as its next course of action. The next Committee meeting is scheduled for April 13<sup>th</sup>.</p>	Silgen

<b>Executive Session</b>	Executive Session took place from 5:30-7:05PM.	Board
<b>Closing Prayer</b>	The meeting ended at 9:20PM.	Gruenes

**Next Board Meeting:** May 5<sup>th</sup>, 2015. Executive Session & Dinner at 6:00 pm, with the regularly scheduled meeting at 7:00 pm.