

**Faithful Shepherd Catholic School and Tri-Parish Center
Board of Directors Meeting
April Approved Minutes
Date: April 5, 2016**

Board Members Present:

St. John Neumann	St. Thomas Becket	Church of St. Peter	Other Attendees
Fr. Doug Ebert		Fr. Steven Hoffman	Mike Randall
Molly Ryan	Tom Levandowski	Jen Silgen	Terese Shimshock
Dick Engler	Tom Durand	Tom Kraus	Maria Brandel, Recording Secretary

Description	Discussion	Action By
Invocation	The meeting began at 7:07PM.	Fr. Doug Ebert
Adoption of Agenda	<p>Motion: Dick Engler made a motion to approve the April 2016 agenda with no adjustments.</p> <p>The motion was unanimously approved.</p>	Levandowski
Approval of Minutes	<p>Motion: Tom Kraus made a motion to approve the March 2016 Minutes with the following changes:</p> <p>Administration Report: 37 Kindergarten applications for next year.</p> <p>The motion was unanimously approved.</p> <p>A copy of the Record of Action is attached.</p>	Levandowski
	Loan Document Overview/Summary	
	<p>Motion: Fr. Doug Ebert made a motion to approve the new loan documents.</p> <p>The motion was unanimously approved.</p>	Board/Chuck
	Administration's Report	
Enrollment Projections/Tactics	<ul style="list-style-type: none"> • Written report attached • Updates to attached report: <ul style="list-style-type: none"> ○ 42 Kgn applications <ul style="list-style-type: none"> ▪ 30 have paid \$400 deposit ▪ 21 new families ▪ 21 current families ○ 7 strong kgn leads ○ Grades 1-8 enrollment projections: 385 <ul style="list-style-type: none"> ▪ 290 paid \$400 deposit ▪ 65 received reminder letters 	Randall/Shimshock

	<ul style="list-style-type: none"> ▪ Mike Randall to start calling those we haven't heard from yet tomorrow 	
Other Q&A on Administration's Report	<ul style="list-style-type: none"> • \$10,000 technology award <ul style="list-style-type: none"> ○ Purchased 14 laptops for teachers • Most of last year's sponsors for Septfest recommitted. No new sponsorships yet. • Fundraisers- It's important that the cost per dollar raised is a formula that is used for all fundraisers that we do. • Annual Report – at the printer's now. Decision made to mail them vs. send them home with students. Distribute at Doughnut Sundays at the parishes. • Paideia Academy Open House– followed up on the few leads that were received that night. 	Randall/Shimshock
	New Business	
		Board
	Unfinished Business	
April 26th Board/Parent/Staff Meeting	<ul style="list-style-type: none"> • Discussed several topics to hit on during the meeting <ul style="list-style-type: none"> ○ State of School, positives, survey, enrollment, preschool, refinancing overview, academics, curriculum, Pursuit Academy, fundraising, school objectives, open forum Q&A, etc. • Can results be distributed to public beforehand, then the meeting will be highlighting points? • Publish agenda beforehand. 	Levandowski
	Reports of Committees	
Marketing	Written Report attached.	Durand

Development	Written report attached.	Silgen
Finance	Written report attached. <ul style="list-style-type: none"> • Refinancing is a public hearing 	Kraus
Personnel	Did not meet. Will schedule next meeting soon.	Levandowski
Facilities	Meeting April 13 th . <ul style="list-style-type: none"> • Look at needs and prioritize. • Summer maintenance – who does it? Is EAA interested? If not, then who? 	Fr. Ebert
Executive Session	Executive Session took place from 6:00 – 6:55PM.	Board
Closing Prayer	The meeting ended at 9:15PM.	Silgen

Next Board Meeting: May 3rd at 6:00PM – Executive Session Dinner. 7:00PM Regularly Scheduled Meeting @ FSCS.

Administration Report – April 2016

Executive Director

Enrollment Update:

- Kindergarten enrollment: 39 (30 have paid \$400 deposit).
 - 18 new families/21 current families
 - 2 kindergarten sibling apps pending
- Have 8 additional students registered (grades 1-6).
- Currently following up with 9 strong leads – 7 potential Kindergarten students.
- Projected enrollment – 419.
- Kindergarten Breakfast – 116 parents and students attended (34 families).
- Several preschools will be attending our school play.
- Hosting a graduation ceremony for the Eagan Montessori Academy on June 3.

Re-enrollment Update:

- Have received 302 \$400 deposits (80 pending/20 made arrangements).
 - Notices distributed at conferences. Letter mailed April 1. Phone call follow-up.
- Middle School Information Night March 15. The event was well received as about 40 people attended.
- School Climate Survey – 190 responses (close April 1). Will provide summary at meeting.

Fundraising Update:

- Read-A-Thon Kickoff was March 30.
 - Goal is \$40,000 - \$100/student
- Received a \$10,000 Grant from *Catholic Schools Center of Excellence* for technology.
- STAR Fund at \$52,310 in cash and pledges with 85 commitments.
- SeptemberFest planning is underway. Already committed \$50,000 in sponsorships.
- Gala was very successful!
 - Budgeted funds - \$82,610
 - Electric Moment - \$26,150
 - Teacher Kitty - \$3,100
 - TOTAL - \$111,860
 - Angie Palen and Elizabeth Pershing have agreed to chair next year's Gala!

Other

- Continue researching library repurposing. Visiting other libraries, meeting with architect.
- Continue researching STEM programs. Terese and Debbie May-Olson visited St. Joe's in Rosemount. Will be meeting with SmartLabs, Inc. April 7 to learn about their STEM labs.
- Security Committee meeting April 5. Will make recommendation to Facilities comm.
- Refinancing – Public Hearing April 19. Closing April 22.

Principal

- **Pursuit Academy Open House –**
- Pursuit Academy will be hosting an Open House for parents as well as other schools interested in our Pursuit Academy curriculum. Students will be sharing about what they have learned about leadership through this summary project. The format will be similar to the Wax Museum or Invention Convention where adults can mingle through the projects. CSCOE (Catholic School Center of Excellence) will be at the Open House, as well as 3-5 other interested schools. Please come if you have the chance!
- **CSCOE Magazine**
- Faithful Shepherd has been asked to be the main “School Profile” in the 4th issue of CSCOE’s magazine which will hopefully be published late September/early October. They are especially interested in highlighting The Pursuit Academy, but also our other successes. The article will be written over the next few months to be ready for the fall magazine.
- **Lenten Service Project**
- During Lent students were asked to track their service to others. Each hour translated to \$1 donation. At our 4/6 Mass, a past student from the NPH homes will come to share their story with the students and at which time we will present a check for over \$1000 to buy school supplies for the NPH homes.
- **FSCS National Merit Scholar**
- Eddie Hoey, senior at Trinity School at River Ridge has been named a 2016 National Merit Scholarship finalist. Each year, 1.5 million students enter the National Merit Scholarship completion when they take the PSAT qualifying test in September. Finalists are selected after completing a rigorous National Merit application process. Way to go FSCS alum!
- **School Activities**
- We finished the second trimester with conferences, a visit from the STA Crack drill squad (featuring 3 alumni students) and a presentation of the Stations of the Cross by the fourth graders. Upcoming April events include Pizza Bingo, Readathon and Orff concerts.
- **LADC Preschool**
- Nicole Liffrog, our site director, attended our Kindergarten Breakfast event. Current preschool numbers will be given at the Board meeting, but as of 3/29, the 4-5 year old Kinderstart class is full and names for that age group will now be going on a wait list. LADC is sending out the Pizza Bingo information to their registered students and will also have the room with activities for younger students available that evening. Nicole will be here that night.

FSCS Marketing Committee

March 9, 2016 - 6:00 pm

Next meeting will be held at 6:30 PM on April 13th.

- **Administration Updates**

- Open house was successful. In February, 15 families attended. For some families this was a repeat visit.
- We have been experiencing a high number of individual private tours in January and February.
- Gabriela will be sending T. Shimshock a note to understand if there are commonalities among prospective families. The Marketing Committee will use Ms. Shimshock's input to provide input on communications and/or new strategies/tactics to improve conversion of prospective families.
- In order to improve the effectiveness of school tours as a means of converting prospective parents into enrolled parents, the school is seeking to move to one single resource for tours, Shawnessy.
- Mike Randall sought the group's input on a recommendation from Donald's (supplier of FSCS school uniforms) that the school logo be included on all uniforms, which would increase the cost of uniforms for all parents. Currently, adding the FSCS logo is an option for parents, for an additional cost. The group discussed and agreed that, from a marketing perspective, there would be little if any value to adding the logo.
- Discussed ways of improving engagement of the school's weekly e-newsletter. The newsletter currently contains information for all parents. Agreed there was an opportunity to simplify and improve overall flow by organizing by key points of interest. It was also agreed that the newsletter is an opportunity to reinforce values.

- **Marketing Goals Update**

- Enroll 50 new Kindergarten families
 - 75% of the way there! So far, 38 families enrolled. 17 families are brand new to FSCS. Of the 38 families, 25 have paid their enrollment deposit.
 - Other: A special breakfast is being held for prospective new families on March 11. We are expecting close to 100 people to attend including three prospective families. There are 7 new children enrolled for grades 1-6.
- Retain 90% of existing families
 - So far, approximately 70% of deposits have been received (283 with 123 pending). From the 123 families pending deposits, notes will be provided via

report cards. Some of these families have made arrangements to pay at a later date. Marketing Committee suggested making calls to these families.

- Marketing Committee cited an opportunity to evaluate existing brand promise and messaging to assure school remains competitive given upcoming ISD196 improvements. ISD 196 has been enhancing its curriculum to develop a strong STEM program focus. Additionally, security enhancements are being made at all public schools. Marketing Committee recommends these enhancements are taken into account as the school develops its long-range business plan.
- **New “marketing” website**
 - Thank you to Jen Roth, Nate Jorgensen, Bob Pickering and Brian Danberry for their work in creating and launching a new FSCS marketing site. The site was purpose-built to engage prospective families seeking information on schools in the Eagan area.
 - Jen will work with Shawnessy to develop a communication (editorial calendar) for the year to assure site content remains fresh and relevant. Volunteers are needed to help write content.
- Next Marketing Committee meeting to focus on brain storming ideas for:
 - Marketing Campaign Ideas for the remainder of the 2015-2016 school year, as well as the 2016-2017 school year, including:
 - Develop a list of materials needed to promote the school.
 - Develop a list of PR campaign ideas
 - Ideas to engage Alumni
- Identify a list of ways to promote the FSCS story and reinforce our values to those who visit FSCS, specifically during school Tours. (For example, designated spaces around the school tour to tell the story and to communicate the FSCS difference.

Faithful Shepherd
Development Committee
March 15, 2016 Meeting Summary

Attendees:

Mike Randall
Jen Silgen
Catherine Skagen
Jim Burns
Tom Cierzan
Joe Raasch
Andrew Claude

Meeting Minutes

- Minutes from our previous meeting were formally approved by the committee.

Annual Report Update – Mike

- Mike provided an proposed overview of the content of the annual report
 - Suggestion was made to highlight the members on each committee in the section on committee reports
 - Suggestion was made to acknowledge donors to the school
- The concern was expressed that we still struggle with our database and may inadvertently leave someone out.

Read – a – thon Update

- Catherine provided an update on the event
- Kick off day is March 30.
- April 29 is Read a thon day.
- Hopefully next year any money raised during the Read a thon can go to a specific project versus the STAR fund.

FSCS Fundraising Review

- All sub groups committed to get Andrew their report outs by mid next week. He will compile information and send to the group.
- Discussion at next meeting will involve which recommendations the committee can implement for the next school year.

Faithful Shepherd
Finance Committee
March 29, 2016

- Financial reports for February were reviewed by the committee. The school continues to operate favorably to budget year to date. While some expenses are higher than projected (most notably employee pension expenses, as noted in previous reports to the Board), higher than budgeted income from both SeptemberFest and the Gala, combined with lower operating expenses in certain areas (e.g. utilities, snow removal, substitute teaching) have resulted in a net income for the school that is approximately \$95K favorable to budget year to date. There are still some issues related to the timing of budgeted vs. actual expenses that may moderately impact the favorability of the net income picture, but the school continues to operate in a favorable financial condition relative to plan.
- Plans to refinance the school's debt continue to move forward as directed by the Board at its March meeting. There will be a public hearing regarding the refinancing on April 19, and closing on the new loan with Bremer Bank is currently scheduled for April 22.
- A first draft of a three-year capital budget that combines projected capital expenses for both technology- and facilities-related improvements was presented to the committee. Excess funds from the refinancing of the debt will be available to help pay for some of these expenses. The budget will be reviewed and further refined by the Development Committee at its next meeting and a second draft will be ready for the Finance Committee's review at its April meeting.