

**St. Patrick School Board Meeting Notes**  
**November 4, 2014**

School board members listened to a marketing presentation by Chris Ostrowski. He shared ideas about increasing enrollment and fundraising.

**I. Approval of Agenda**

Agenda approved.

**II. Approval of Minutes**

Minutes approved as written.

**III. Discussion of Principal/Director of Student Life Report**

Mrs. Townsend has been working with teachers and Stars Online Reading. Mrs. Townsend would like to see students tested four times per year. Mrs. Robydek has been out of school to take care of her ill child. Counseling responsibilities are being handled by Mr. Hodge, Mrs. Townsend and the office staff.

**IV. Follow Up Action Items**

**A. Student Daily Broadcast**

Mrs. Townsend will be contacting Deb Seal at Westwood Elementary.

**B. AP Testing**

Lisa is gathering information on the number of students who take AP classes, the number of students who take the AP tests and the number who pass the tests.

**C. Prayer and Counseling**

Jen D. will work with Mrs. Robydek regarding prayer and counseling.

**D. School Trips**

Mr. Hodge talked with Dave Faber regarding alcohol on school trips. There is no diocesan policy. Mr. Faber suggested that the administration and school board draft a policy. Everyone agreed the school board should discuss this as a whole before it goes to the policy subcommittee.

**V. Subcommittee Focus**

**Marketing and PR**

Sue has received the new marketing information from the diocese. There are five new themes. Last year we used 75% of what was suggested and Sue believes we our money may be better spent through local marketing programs. The marketing committee received good

reviews on the postcard mailing. New signs were bought this year. Mailings cost \$600 last year. The committee would like to use full-page color flyers because they are more effective than the letters. Instead of mailing postcards to the parish families, the committee would like to mail them to the entire 48875 zip code. They will use a compelling message....short and concise that really nails why students should attend St. Pat's. The mailing will be done around enrollment time, just after spring break. Father Larry asked that the message be sensitive to other pastors in town. Father does not think it is a good idea to speak and market the school to other Christian congregations in Portland. Jen D. suggested sending a letter to the pastors of Portland letting them know that we pray before and during classes in case any of their members are looking for a Christian education for their children.

### **Strategic Planning**

Keelie reported that the committee is working on the document. The committee will be meeting about the technology plan. Public school teachers are on the committee and they feel we should be highlighting our technology because it is so good.

### **Mission Effectiveness**

Jen D. reported the committee is laminating prayers cards to encourage more consistent praying before ball games. The prayer cards will be placed by the clock table for the officials/athletic director to lead prayer before games.

### **Finance**

Tammy reported the alumni letters, which have been revamped, will be sent out within the next two weeks. Tammy, Shayla, Mr. Hodge and Mike Johnson will be meeting to due to the need to cut some money from the school budget for the year or develop a plan to raise the money to cover the deficit.

### **Policy**

Lisa reported the committee will be meeting within the next month to review a couple of policies in the athletic handbook.

### **Executive**

Jen M. reported the committee will meet soon to develop the alumni survey. The survey will be aimed at gathering feedback on what the alumni are doing and how well prepared they were for the next step in their life. The survey will be sent to alumni from the last five years and will be delivered either via hard copy with a QR code that would link to Survey Monkey and/or online. Amy Smith has been working to get all alumni in the parish database.

## **VI. New Business**

### **Grant Writing**

Keelie stated Mike Johnson is getting a group together to participate in grant writing webinars. There are five or six people interested right now. Jen M. and Mrs. Townsend asked to be included in the group.

**VII. Review of Tasks and Assignments:**

- A. Follow-up items are moved to action items.
- B. Alcohol policy (School Board)
- C. Workshop for elevator speeches (School Board and staff)

Closing prayer was conducted by Father Larry  
Adjourned at 8:40 pm

--Notes submitted by Nancy Wohlscheid