

President & Leadership Team Key Points of Focus for Month

- Hosted Bishop Ricken's Livestream announcement of the Disciples on the Way: Strategic and Mission Plan for Catholic Schools at our middle school on January 25th.
- Five SMCS actively engaged in Catholic Schools week activities with students, families, and parishes
- President and many SMCS leaders worked with BOT members on the strategic plan refresh and work in process
- New Board representative for St. John parish recruited; preparation of budgets and reports required for March 8th SMCS Board of Director's meeting in process
- Began work to create structure of the SMCS Foundation, including legal consultation and development of bylaws
- Request to move SMCS high school to Central Wisconsin Conference was presented; CWC Board denied request
- President held 1:1 meetings with key Zephyrfest and SMCS donors to strengthen partnerships and attain continued engagement
- President held 1:1 meeting with MJSD superintendent; two meetings planned with GB Diocesan Catholic school system presidents next two weeks
- Held Aquinas Program parent info session and promoting WPCP information sessions for families
- Developed first ALPHA session for SMCS teachers and staff, "Is There More to Life than This?"

Professional Development & Curriculum

Literacy Adoption: K-5 teachers are well underway with implementing the new literacy curriculum with new materials purchased for this school year. On February 15th elementary teachers met with middle school teachers as we work to continue to expand the implementation into SMCMS for the 2018-19 school year. On March 16th, additional teacher training on Units of Study for Writing will be held.

ALPHA Discipleship Program: All SMCS staff began the ALPHA Discipleship Program training at the February 15th Professional Learning Day. Ten additional training dates have been scheduled on Professional Learning days throughout the next school year. ALPHA is part of the *Disciples on the Way: A Missionary Journey into the New Evangelization* of the Green Bay Diocese.

HR-Staffing/Safety/Wellness

- Search for high school principal is continuing, with one candidate moving ahead in process. Ten candidates have applied, and two more prospects were recruited/screened.
- Sarah Pamer started February 7 as Communications Coordinator. Molly Griffin is assisting with training.
- Letters of intent went out to teachers and administrators with a due date of February 15. Only two individuals indicated intent not to return, both due to planned retirements.
- Administrator contracts are being worked on for a March 1 distribution date.
- We are currently looking at process for hiring/evaluating coaches, and reviewing the overall compensation structure proposed by the Athletic Committee.
- Katie Weber is returning as our director of summer day care and is currently working on securing teachers/aides.
- New SMCS Emergency Preparedness Plan Quick Reference Guides will be ready in March.
- Updates to Personnel Handbook are underway for start of 2018-19 school year.

Admissions/Recruitment & Retention

Aquinas Program: Our information session held on February 12th garnered over 40 attendees (approximately 28 families) interested in the program.

The Aquinas Program marketing plan is in full swing. Tactics include a radio spot flight on Relevant Radio, online and print ads, flyers, articles and bulletins, a series of three postcards to families in the N-M zip codes with children ages 7-9 (to reach families that are not affiliated with Catholic parishes), and inclusion in all of our SMCS social media.

Upcoming events

- Freshmen Course Selection Night – February 28
- WPCP Information Open House – February 28; 79 applicants received, April 20th deadline.

Recent events

- Visited 3 elementary schools with members of the varsity girls basketball team to promote Grade School/Middle School Night – January 23
- Early Childhood Treasure Hunt – January 27 (all 3 elementary schools)
 - Several new & current families at each elementary school
- Attended the Go Valley Kids Family Resource Fair – January 28
 - Good exposure for SMCS; focus on younger children, will continue to attend in the future
- Met with Central Boarding Academy (international exchange program with UWO) – January 23
- Chinese STS delegates from China, London, Korea, and US sites (Portland and Houston) toured SMCS as one of their area site visits on February 6th. The group included several prospective international students who are making a choice on high school placement for 2018-19.

Fine Arts

Z Cabaret: A table-side live variety show featuring SMCS alumni and supporters was held on February 9th & 10th. Approximately 150 audience members enjoyed an intimate evening with performers as we celebrated SMCS fine arts. We received glowing feedback from many who were in attendance!

Fine Arts Fruit Sale: SMCS students and their families participated in the 2018 Fruit Sale which wrapped up on Friday, February 9th. All proceeds from the sale will go directly to the maintenance and upkeep of the FAEC.

How to Succeed in Business: Rehearsals and set construction is underway for the annual SMCHS spring musical, *How to Succeed in Business without Really Trying*. Performances will be held March 9th & 10th at 7:00 p.m. and March 11th at 2:00 p.m. Tickets are on sale at www.showtix4u.com.

Fund Development & Alumni Relations

Annual Fund: YTD = \$142,978 (LY YTD = \$126,663). While this is a great number and shows growth, there are a few gifts which came in earlier than usual; however, this year's amount also reflects several new or increased gifts!

- March: will send second letter from Helen with return envelope
- Continue to make personal connections
- Working to identify and increase corporate gifts (need your help for this!)
- Of 17 BOT members, only 11 have contributed to the AF. Please consider making a gift prior to the April BOT meeting so we can share that 100% of the BOT members support this effort. Help us reach our goal this year!!!

Zephyrs Gold: Working on preparing the Zephyrs Gold raffle program for next school year. Gearing up to ask for sponsors, prizes, etc.

Trademark/Licensing: Exploring the option of trademarking our SMCS and Zephyrs logos and brand marks. Will be tapping into legal experts for opinions once we have more information and options to review.

SMCS Foundation: We have met with the lawyer to begin the process and are currently working on the Gift Acceptance Policy and Bylaws drafts. In conjunction with this project, we are working on the Zephyrs Legacy Circle to act as a communication vehicle to reach out to various audiences.

Upcoming Fundraising Events:

- Wines Around the World: February 24 at the Reserve Ballroom
- Zephyrfest: April 21 at the new Fox Cities Exhibition Center

Alumni Relations

An alumni gift basket drawing has been provided at various SMCS events as a way to incentivize and recognize alumni participation. Giveaways have been featured at Winter Escape, Boys and Girls BB varsity games, Z-Cabaret, and Wines around the World.

New Score Table: The score table used for basketball and volleyball games and tournaments was in disrepair and carried the old logo – it was the original table to the ‘new’ high school 20 years ago. As the result of a great relationship with an alumnus that was part of the 1955 State Basketball team and an SMCS donor, a communication plan was formulated to ask all SMC Athletic Hall of Fame members and alumni to help replace the score table. Along with the table, they also requested financial support to replace the ‘bench’ chairs that have also seen better days. Total cost of the project = \$7,000 (table and 30 chairs each cost about \$3,500).

With 36 donor gifts, a total of \$3,595.00 was raised to purchase the new score table. There is a second phase that will help raise the balance to cover the cost of the chairs. Of the 36 donors, 34 of them were SMC alumni! Through a letter-writing campaign, alumni Facebook and alumni communication pieces, there was a strong and positive response to give back to today’s Zephyrs!