



**SMCS Board of Trustees  
President's Report  
April 22, 2020**

**Business Services: Finance/Technology/Food Service**

**Technology**

- Continuing research being done for next laptop model for freshman class and other inventory needs
- Rolled out Microsoft Teams and Google Classroom
- Working with our principals and families to loan out laptops to families in need of a computer during our changed learning environment
- Tony and Marty doing awesome work keeping teacher and student equipment working properly!

**Scrip**

- Halted our Scrip distribution under the Governor's Safer at Home mandate, encouraging our families to use ScripNow to make ecard purchases.
- Will now resume Scrip distribution beginning Monday, April 27.
- Added two new options and looking to add some additional retailers in the coming weeks/months.
  - Excited to add Chick fil A at 10% rebate!
  - Added Kwik Trip car wash cards, 5 Ultimate Car Washes for \$36 (\$50 value), 44% rebate.

**Finance**

- Coordinated with Nicolet Bank to obtain a Paycheck Protection Plan loan through the CARES Act. Will continue to work with Nicolet Bank to have this loan converted to a grant after six months.
- Working with the GB Diocese to provide information for an RFP for IT equipment and services.
- Shelley continues to help families apply for school choice under WPCP, deadline extended to May 14.
- Also working:
  - on tuition assistance projections for 2020-2021,
  - with Advancement on the virtual Zephyrfest event,
  - with Connect5 committee on an event in August,
  - and with HR on online benefit enrollment platform.

**Advancement – Major Initiatives**

- Virtual Zephyrfest is official and set for May 2. A combination of pre-recorded video and live stream will be utilized for programming that night. Sponsorship dollars remain strong and a big push will be made to sell remaining raffle tickets until that night's drawing. Marsha is covering pre-event marketing and sales. Christopher is taking lead on video/program elements.
- "Week of Giving" scheduled to launch May 4 and run through May 8 and will coincide with our scheduled Teacher Appreciation Week. We will utilize short videos, a mailer and additional social media posts. A big highlight for this week is a \$24,000 matching gift that essentially doubles supporter's gifts up to that level.
- Alumni event calendar is finished for next school year. Fall dates are tentative based on social distancing practices at the time. Stronger push for alumni giving to increase engagement will be area of focus moving forward. We will track closely number of alumni givers and amounts of giving. These numbers will be used as a benchmark moving forward.
- SMCS Foundation marketing materials are in editing stage. Have a goal of 26 meaningful conversations each year (once we can meet with people again) to ask for major gifts to the Foundation. Marketing pieces will help in those conversations.

- Christopher has been writing five (5) handwritten notes every day of quarantine to champions of SMCS. These have been very well received, and correspondence received back includes three people mentioning that SMCS is part of their estate planning. The personal touch of a handwritten note makes an impact on all generations.

### **Admissions**

- 2020-2021 recruitment/retention
  - SMCS principals & director of admissions continue to contact current families who have not registered
- Public School Student/Family mailings – series of 3 all completed to 8<sup>th</sup> graders in Neenah/Menasha
- 91.9 The Family Network Radio ad
  - April 3-16, 3 spots/daily between 6 a.m.-7 p.m.
  - Promoted WPCP and affordable tuition
- Will be launching a series of digital ads late April-early May
- Phone calls (week before spring break) to every SMCS family to check in on how everyone is doing
- 2021-2022 – back on track with Diocese to use PowerSchool
- Summer 2020 programs/camps/events – TBD

2019-2020 enrollment 9/23/2019 (DPI count)		2020-2021 enrollment 4/22/20	
<b>Early Childhood</b>	<b>120</b>		<b>96</b>
<b>Elementary</b>	<b>354</b>		<b>347</b>
<b>Middle School</b>	<b>180</b>		<b>182</b>
<b>High School</b>	<b>250</b>		<b>239</b>
	<b>904</b>		<b>864</b>

### **Human Resources/Communications**

#### **Hired (updates since March meeting)**

- Lori Miller- Sub Teacher

#### **Departed (updates since March meeting)**

- Ann Heinrich – Learning Specialist/Independent Contractor

#### **Current Openings for 2020-21 contract year**

- SMCS Superintendent
- Grade 7/8 Teacher
- Grade 6 Teacher
- MS German Teacher – part-time
- SG Food Service Aide

#### **Key Areas of Focus for Month**

- COVID-19 communications
- 2020-21 benefits communications
- Teacher contract prep
- Teacher and staff awards
- SMCS newsletter