



## SMCS Board of Trustees President's Report for January 16, 2019

### Appreciation

With our first semester coming to a close, we look forward to celebrating our schools during Catholic Schools Week. There is so much to be grateful for and so many to thank!

- Thank you to our Board of Trustees who provide their expertise and volunteer many hours to assist all of us at SMCS;
- Thank you to our very generous, supportive donors who make amazing things possible for our students and schools;
- Thank you to all our teachers, who create a faith-filled environment to inspire and develop our young learners;
- Thank you to our administrators and directors who lead to carry out the mission of our Catholic school system;
- Thank you to all of our staff who work to support our students, families and alumni;
- Thank you to our numerous volunteers who provide their time and resources to help all of us at SMCS;
- And thank **YOU** for being committed to St. Mary Catholic Schools and all that we aspire to be!

### Professional Development

Plans are underway for an ALPHA Retreat for all SMCS staff on January 21<sup>st</sup>. The day will include videos, small group discussions, opportunities for personal reflection, music and sharing at lunch. The day will culminate with a Mass and staff blessing.

As we continue to implement Units of Study in reading and writing at the elementary school and reading at the middle school, Erin Loritz will be on site at various points in January to demonstrate lessons directly in classrooms and hold teacher discussions after.

### Curriculum

Plans are underway for student testing as we roll out registration for year two of the Aquinas Program. Mid-year elementary and middle school MAPS testing will be held for students new to our system and for students for whom teachers would require additional progress information. This complements the fall and spring testing that is done with all K-8 students.

### Fine Arts

- Zephyrs Fine Arts Boosters (ZFAB) has narrowed down four student winners for their first art competition. The theme was "Fabulous Fruit" and winning submissions will be used to promote the Fine Arts Fruit Sale, which runs January 28 to February 8. A Faith based art competition is scheduled to be announced around the time of Catholic Schools Week.
- ZFAB is getting ready for the second annual Z CABARET. This unique, on-stage event creates an intimate setting for our community to celebrate fine arts while raising money for our fine arts programs. Two shows on February 8 & 9 come complete with live entertainment, hors d'oeuvres, and cash bar. 6:00 Social, 7:00 Show.

- 14 high school music students played and sang in the 2019 Big East Choir and Band Concert on January 3 at the Capitol Civic Centre in Manitowoc.
- Middle School auditions and callbacks took place the week of January 7 for the April musical: James and the Giant Peach Jr.

### Admissions

- Launched **2019-20 registration** December 20 using current registration system since PowerSchool Registration was not ready; this was a wise decision since we are still in testing mode with Diocese
- **Transition Grade Discount** and early registration incentive offered December 20, 2018-January 31, 2019
  - Approximate 5% savings in tuition for grades K, 6, and 9
    - \$160 in savings for K
    - \$210 in savings for grade 6
    - \$320 in savings for grade 9
  - 50% discount for early registration
    - \$50 registration fee (max of \$150 per family)
    - \$100 registration fee (\$300 per family) AFTER January 31, 2019
- **SMCS principals/staff** will begin calling families who are not registered the week of January 14
- **High school:**
  - Second information night – January 28<sup>th</sup> at 6:30 p.m.
  - Met with St. John Little Chute principal January 11<sup>th</sup>
  - Reaching out to St. Ignatius Kaukauna principal
- **Middle school and elementary schools:** Additional open houses – January 29 12:30-5:00 p.m.
- **SMCS Aquinas Program**
  - 2019-20 assessment dates set and updated materials are being worked on
- **Play Lab – NEW** early childhood recruitment program to launch in January 2019, each elementary school will host once/month.
  - Meet other parents
  - Crafts, songs, and story time
  - Meet our teachers
- **Marketing Committee**
  - Presented proposed branding elements to SMCS Leadership Team January 8 – fantastic input and feedback

### Staffing/Safety/Wellness

#### **Hired (updates since December board meeting)**

- Chelsey Kind – HR Generalist
- Martha Barraza – SME Administrative Assistant
- Sarah Raub – Teaching sub
- Thomas Nogar – Teaching Sub

#### **Current Opening**

- Director of Business Services

## **Safety/Wellness**

- Working on **Emergency Preparedness Binder** updates
- Monthly safety topic – **Winter Safety Tip: Preventing Falls**
- Monthly wellness topic – **New Year’s Resolutions: Setting goals for eating healthier and getting more exercise**
- **Fitness Center** – positive feedback from students and staff from December incentive programs; will introduce a new incentive program for February

## **Communications/Website**

We are working with Stellar Blue to improve our SEO, key words for Google, creating a Secure Socket-layer Certificate (Encrypted connection between the user and the server, required for processing payments/donations on the site or other sensitive data transmitted through the website as well as google recognition) and a digital marketing plan. Some updates will be seen in February.

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

- Working on open registration procedures and updating the Tuition Information Sheet with several new grants
- Prepared staff roster for ACA 1095 reporting; Schenck/CLA provides the expertise.
- Staff Training - St. Mary elementary - new principal and new admin assistant - “just in time” training provided
- Attended Diocese meeting regarding School Choice audits with SMCS President. Currently the Diocese receives \$12,000,000 from WPCP with only 9 of 57 schools in the Diocese not participating yet. Audit fees total between \$350,000 and \$400,000. Plans for an RFP to get one audit firm and reduce audit fees. This would be done by the Diocese taking the lead on many of the requirements that can be centralized, utilizing Power School’s report features and providing guidelines for standard responses across all entities. SMCS would expect a cost reduction as well as saving staff time if this becomes a reality.
- Attended seminar on FASB’s Accounting Standards Update. 2019-20 financial statements need to be restructured to meet new FASB’s standards and changes to revenue recognition.
- **Finance Committee** working on 2019-20 budget. Worked with Pat Hickey on technology plan and budget.
- **Food Service** billings stalled due to delay of opening the Power School registration program. Working with high school – Patti and Peter – to distribute hard copy of bills prior to finals. Other principals will distribute with report cards. Standard letter at all schools; will include balance and instructions for updating Power School.

## **Fund Development/Events**

### **Annual Fund**

- As of 1.9.19 total is \$109,782 toward our \$200,00 goal (last year to date we were at \$128,532- so trailing about \$18,750). However, 440 donations thus far, compared to 399 donations to date last year (average of \$322/donor last year vs. \$250/donor to date).
- An excess of \$30,000 was received during the holiday/ year end period
- Plan to get on track and ahead: Follow-up calls to past donors that have not yet donated start January 14<sup>th</sup> through February 15<sup>th</sup> (Sarah Graper and Dustin McClone. A second ask will be mailed *March 1<sup>st</sup>* with another follow-up call plan thereafter.

**SMCS Foundation** - Communication plan in final stages of development. The Board's goal is to secure five donations and/or estate plan designations by December 31, 2019.

**Winter Escape 1/25/2019 - St. Mary Elementary** - Friday, January 25<sup>th</sup> starting at 7:00 p.m. at St. Mary Elementary School. COMEDYSPORTZ is entertainment. Games, raffles, silent auctions, event boards, ball-park food and beverages will be part of the event. Tickets are \$25 in advance, \$30 at the door. Please purchase tickets on-line or at St. Mary Elementary School.

**Wines Around the World - St. Margaret Mary** - Saturday, February 16<sup>th</sup>. Starting at 6:30 p.m. at Bridgewood Resort Hotel and Conference. Food pairing with wine, live music and raffles will be available. Tickets are available on-line for \$40 per person or \$75 per couple.

**Zephyrfest 2019** - Saturday, April 13<sup>th</sup> at the Fox Cities Convention Center. Silent auction solicitation letters went out Friday, January 11<sup>th</sup>. Formal invitations for the event will be mailed February 8<sup>th</sup>. Key Club letters will be mailed February 15<sup>th</sup>.

**Awards** - Committees are looking for nominations for various alumni awards. Some of the awards will be honored during graduation in May. Information has been shared on-line, on Facebook and will be included in the next system newsletter.

#### **ALUMNI AWARDS**

Outstanding Catholic Christian Service Award  
Alumni Distinguished Service Award  
Alumni Achievement Award

#### **SMCHS EXCELLENCE AWARDS**

SMCHS SPIRIT Volunteer Service Award  
SMCHS honorary Alumnus Designation

#### **Upcoming Dates**

January 19 - SMCHS Clash of the Choirs  
January 25 - SME Winter Escape  
January 27 - Catholic Schools Week begins  
January 28 - High School Info Night  
January 29 - Elementary and MS Open Houses  
January 31 - Early Reg./Transition discounts end  
February 8 & 9 - Z-CABARET  
February 16 - SMM Wines Around the World  
February 18 - High School Course Selection