



**SMCS Board of Trustees
President's Report
December 16, 2020**

Business Services: Finance/Technology/Food Service

- **Blackbaud Software:** Training in collaboration with Admissions on new enrollment and tuition management software. Financial piece of Blackbaud training will begin in January.
- **Tuition/Budget Prep:** Working with the Finance Committee on tuition and budget projections for 2021-22
- **Parish Investment/Cost Sharing Model:** Working with the Diocese and the Neenah-Menasha parishes on parish investment (subsidy) model and cost sharing collaboration
- **WCPC:** Submitted completed enrollment audit documents to meet December 15 DPI deadline
- **Scrip:** Worked with the basketball and powerlifting teams on two SCRIP fundraisers for their programs. In addition, placed many large SCRIP orders over the past few weeks as people prepare for the holidays.

Mission Advancement – Fund Development

2019-20 Donor Reports: Final copy has gone to print with the expectation of delivery prior to year-end

Fundraiser Event Updates:

- **Zephyrs Connect** - \$21,670 net revenue (final); distributions in process to our technology fund, athletic and fine arts programs, five parishes, and Foundation
- **Don't MMITM** - \$16,000 revenue to date
- **Wines Around the World** – Budget projects net of \$30,000 for the virtual event-wine tasting
- **Winter Escape** – Planning to sell personalized/engraved merchandise (mugs, tumblers, etc.). Also considering evenings where parents volunteer at a restaurant and get a percentage of the profit.
- **TASTE!** – Looking at a one-time shift to a “passport” sale fundraiser. This will include selling “spots” on the card as sponsorships and prizes for people who complete the passport.
- **Zephyrfest** – April 24, 2021 will be fully virtual event. Designing it to be more interactive than last year. Will encourage small “viewing parties.” Goal for a net figure to raise is unchanged.

Zephyrs Gold Raffle - \$36,050 (ticket sales); remaining balance will come in through parent fundraising fees. Total raffle payout = \$9,000. Two new \$500 winners announced at December 11 Girls Basketball game.

Annual Appeal - \$60,387 raised ytd

- Capitalized on Giving Tuesday (December 1) to drive \$1250 in donations toward annual appeal
- Ideas in the works for the second half of fiscal year include:
 - March Madness campaign to encourage alumni giving in a contest between graduation blocks, (i.e. 1990-1994 vs. 1960-1964 based on new givers to annual appeal); 5 year group that raises the most advances in the tournament
 - A campaign that focuses on grandparents of SMCS students
 - Direct telephone calls to inactive alumni
 - Pursuing the opportunity to use Venmo as a tool for collecting gifts to SMCS

Grants

- WI DOJ confirmed all requirements for our School Safety Initiative Grants have been satisfied, and the grants are closed. Final allocation of the \$147,039 awarded to our schools/parishes have been made.
- SMCS was awarded a \$5,000 grant from School Choice WI for all of the positive work we are doing with our program and for our sponsorship of the combined schools. The Choice students in each of the schools are: SMCS = 169; Holy Spirit = 39; St. John/Sacred Heart = 7.

Admissions/Enrollment

- 8th grade visits to feeder schools mid to late November
 - Patti Fouts, Peter Post and KBW visited area 8th graders at St. Mary Greenville (~8), Holy Spirit Darboy (~8), and St. John's Little Chute (~20); students were presented with a SMCS spirit wear item, letters from SMCS students, and an opportunity to have their questions addressed
- Established strong relationship with UW Oshkosh digital marketing program
- Committed to a 6-month contract with Local IQ (begin January 11)
 - Target market – early education
 - Increase awareness of the value SMCS provides to students
 - Drive enrollment by educating parents about what makes SMCS different
 - Tactics
 - Paid search ads
 - Social smart ads
 - Targeted display
 - Search & site retargeting
 - YouTube ads
 - Email
 - Landing page
- Blackbaud training – new student enrollment, tuition management, and accounting platform
 - Due to new enrollment platform, SMCS 2021-2022 registration will begin ~Catholic Schools Week 2021”

Human Resources

Projects working on:

- Continued recruiting efforts to fill open positions and onboarding of new employees
- DPI School Choice audit items required compliance for teacher credentials
- DPI School Safety submission for system – due 12/31/20
- Coordinated special staff Christmas card/gift program - \$100 Kwik Trip gift card given to each employee in appreciation of their efforts during this extraordinary year
- Christmas wellness challenge for employees – promoting **12 Days of Wellness** contest with chance for winning prize

Hired (updates since November report):

- Maria Homier-McNamee – long term sub for SM Kindergarten
- Angela Burke – teacher sub
- Matthew Scharenbroch – teacher sub
- Emily Cupery- teacher sub

Departed (updates since November report):

- Linda Michalkiewicz – Advancement Coordinator retiring 12/17 after 20 years of service to SMCS
- Kristine Hubbell – 4K teacher at SG resigned

Current open positions:

- Senior Director of Strategic Advancement –started interviews 12/15
- Alumni Relations and Events Coordinator
- 4K Teacher-SG
- Food Service - Lead Cook- High School (part-time)
- Bus Driver AM/PM Routes (part-time)
- German Teacher - Middle School (part-time)
- Long Term Substitute Teachers – MS/SM
- Teacher/Teacher Aide/Food Service Subs