

SMOTH School Commission
6/25/2012
5:00 PM
Parish Hall
Minutes

Attendees: Fr. Jerry, Rhee Fincher, Steve Hagler, Charles Whatley

Excused: Mary Davis, Tony Ramage, Ruth Ann Vericella, Carol Fuller

The meeting was called to order by Rhee Fincher at 5:01 and began with prayer led by Fr. Jerry.

Fr. Jerry's report

- 2013 marks the 100th anniversary of Catholic education in Summerville - Should celebrate through some events that recognize this milestone.
Fr. Jerry: Did we decide how we are going to proceed with this planning?
- Follow up on marketing initiatives (See also below)
 - Form formal partnerships to enhance educational opportunities for SMS students which, as a secondary outcome, should enhance the perception of desirability of the school. Partnerships with Notre Dame University and the Microsoft program at Ft. Gordon were mentioned. Members were encouraged to share other ideas for partnerships

The majority of the discussion focused on marketing, and began with review of the goals and objectives Tony Ramage created (sent prior to meeting)

Website renovation – **Action: Rhee will follow up with Joe and/or Tony for updates**

- Being updated by outsourced group but, with neither Tony nor Joe at the meeting, no one had follow-up on progress.
- Completion still expected by mid-summer?
- Members commented that hopefully the professional re-do will address the issue of how cumbersome it was to change the previous webpage
- One member expressed hope that there will be a link from Website to online grades (like Power School)

CCD parent survey – **Action: Charles will follow up with Joe**

- The survey was expected to be sent last fall and still has not been distributed; not known if it has been finalized and is ready

Print promotion

- Marianite – presence of SMS feature every month
 - Ideas for potentials articles include:
 - Success of former SMS students – college and beyond; college visitation program – how many graduates of SMOTH went to UGA
 - Helen Hoffman and sacramental program
 - Oct: Second year of football team
 - Students qualifying for Duke TIP program (Talent Identification Program)

- The group felt the best way to operationalize the plan is to identify a PTO member to serve as editor of the SMS column and work with CSC on the logistics. Lisa McArdle, whose undergraduate degree is in journalism, was recommended as the section editor to lead this effort. If she agrees, she could ask for volunteers to assist during “Back to School night”. Upper grade SMS students should be encouraged to write short contributions
 - After discussion, the group concluded that it would be optimal for CSC to provide secretarial support
 - Action: Charles will talk with Joe and Lisa McArdle about Marianite features
- Parish bulletin
 - Need consistent “presence” in bulletin which group felt could be small “snippets” on a variety of topics related to our school, including its students, teachers, accreditation, programs (educational, social, sports), and students’ successes. Could new assistant principal head this up? Ask Joe if he wants to take this on or assign to someone on staff?
 - Group felt this should be orchestrated by Joe or whomever he designated (e.g., new principal?)
 - Action: Rhee will appraise Joe and ask him who he want to ask to head this up (Charles may have said he would do this since he is calling Joe anyway)
- SMS children’s comments before Mass
 - Very well received – should continue on a regular monthly basis
 - No one knew who organizes this, but we need someone from SMS
 - Action: Ask Joe who should head this up
- Social event for CCD parents
 - Quarterly have parents coffee hosted by PTO
 - Action: Charles will take this to PTO and ask them to handle
 - Kyle and Teresa McArdle will be new co-presidents

We need to clarify and follow up on all action items in the next couple of weeks so we can make progress over the summer.

Meeting dates for AY 2013 (Please let Rhee know with which dates you have a conflict; please enter these on your calendar)

- August 7
- September 17
- December 11
- January 22
- March 5
- April 23

The meeting adjourned with prayer at 6:00.

Respectfully submitted,

Rhee Fincher

Addendum: Joe McBride has confirmed that he will follow up on all items in red above.

Topic	Lead Person	Expected Outcome
Opening prayer	Fr. Jerry	
Principal's update <ul style="list-style-type: none"> • Include VBS follow up 	Joe McBride	Information/ Discussion
Fr. Jerry's update	Fr. Jerry	
Project updates <ul style="list-style-type: none"> • Website • CCD parent survey • School prominence in weekly bulletin 		
Commission members for AY 2013 <ul style="list-style-type: none"> • Bequi Coar recommended by Ruth Ann as new members: " She is a retired elem princ from Monte Sano Elem, ties to the Art Factory in her retirement. Many of her family members attended Notre Dame and one of her bros is now on their board." • All current members eligible to continue 		Information/ Discussion
Summer meeting schedule	Rhee	Confirm dates