

SMOTH School Commission

10/4/11

5:00 PM

Parish Hall

Draft Minutes

Attendees: Mary Davis, Rhee Fincher, Steve Hagler, Joe McBride, Fr. Jerry Ragan, Tony Ramage, Ruth Ann Vericella, Charles Whatley

Excused: Catherine Bedenbaugh, Stuart Bedenbaugh, Carol Fuller, Martha Kearns, John Strelec, Charles Whatley

The meeting was called to order at 5:02 PM and began with prayer led by Joe McBride.

Principal's Update

- SACS self-study is underway. Joe distributed the School Profile for Area 1; discussion of Section 3 (Student Performance Data; Terra Nova testing in particular) followed. The group noted that overall SMS students compare very well nationally; trends were discussed and are being addressed by Joe and the teaching staff. The self-study is now working on Area 2.
- Second quarter ending next week; parent conferences will be held
 - Joe reiterated the critical importance of re-activating the assistant principal search, and Fr. Jerry gave the “go ahead” to start the search. Joe will let the School Commission know how it can help. He is looking for someone with background in curriculum development and faculty development to supplement his strengths.

Committee updates and discussion of goals for AY 2012

Academic Excellence/Educational Technology - Ruth Ann Vericella, chair (not yet discussed with committee)

- Explore the challenges of SMS (and other private school) students transferring, particularly into Davidson
 - Analyze goals/ objectives of public schools and SMS. It seems likely that the sequencing of SMS curriculum differs from GA public schools, which may diminish performance on the tests used for selection. They will also explore if teachers are teaching from textbook primarily or if they are also meeting objectives of diocese and state grade level. SMS has strong Terra Cotta test scores overall.
 - Keep contact with Aquinas – Kelly Culver will help ensure that SMS' use of technology prepares students well for transitioning to Aquinas
- Support school improvement plan as it pertains to math and educational technology
 - Seek corporate/private donations to help replace older LCD projectors - Need 25 more at \$500 each (have 10)
- Faculty development
 - Contact educational agencies to bring in math experts who can provide math workshops to help faculty enhance their teaching/learning skills. Recently Richmond County Public Schools brought in consultant from Clemson

- Contact professionals proficient in writing composition and mechanics to share techniques with faculty
- Explore programs for special students (E.g., special needs, over-achievers)

Stewardship/Finance - Stuart & Catherine Bedenbaugh, co-chairs

- Mary Davis, Steve Hagler, and Charles Whatley serve on committee and will meet with the Bedenbaughs to bring them up to date on the discussion and request to develop goals/objectives for AY 2012
- After discussion, the School Commission decided to ask the committee to discuss tuition vs. stewardship policies/issues and bring key points for discussion to the School Commission. Tony Ramage raised several thoughtful points about the topic – the committee may want to talk with him about ideas/concerns also

Marketing/Public Relations/Development Committee Goals AY 2011-2012 - Tony Ramage, Chair

Goal #1. Create a “top 5” list of modifiable factors that will increase the appeal of the school to parishioners not utilizing the school.

Objective #1. Complete the previously proposed survey that will attempt to elicit the reasons why parishioners choose to not utilize the school - by 15 OCT.

Objective #2. Distribute the survey to all parents of CCD students for completion by 01 NOV.

Objective #3. Analyze data and create a top 5 list of modifiable factors by 01 DEC

Goal #2. Create a targeted marketing strategy based on Goal #1 that leads to increased enrollment of 5-10 new Parish families

Objective #1. Follow up with CCD parents to report plan of action with a target audience of high yield families (those with children entering kindergarten/first grade or middle/junior high) by 15 January 2012.

Objective #2. Identify list of families with potential to convert to school families and create an ongoing liaison with them. Use 8 November 2011 Open House opportunity to help develop list of potential families.

Goal #3. Reduce the loss of students to other schools by 50% or more

Objective #1. Form a focus group of parents and/or former students who have moved to another school to see what factors drive that decision by 01 Nov.

Objective #2. Establish what if any changes can be made to decrease that loss.

Goal #4. Recognize website as our primary means of advertising and dedicate appropriate resources to establish it as an advertising tool

Objective #1. Rewrite the code so that GUI (graphic user interface) software can be utilized to make changes rather than .html code.

Objective #2. Monitor utilization of the website by people outside of the existing school community.

Goal #5. Explore use of social media sites as an additional means of advertising the school
Objective #1. Specifically explore development of a monitored Facebook page. Present idea to parents and their role in advertising SMOTH Catholic School at the November PTO meeting.

Goal #6. Continue to increase exposure of the School at weekly Mass by ensuring that the weekly "school scoop" article is prominently displayed in the bulletin and by continuing the monthly student led school announcements.

Facilities/Infrastructure Technology - Charles Whatley, chair

- Charles distributed an extensive, well prepared handout that describes the SMS facilities. There was not time to discuss at the meeting, so discussion was deferred to the 11/1 meeting.

Policy Committee – Steve Hagler, chair

- Not active at this time

The meeting closed with prayer, led by Fr. Jerry and adjourned at 6:15 PM.

Respectfully submitted,

Rhee Fincher

Meeting dates for AY 2012

11/1/11 (Holy Day)

12/6/2011 – Combined with Finance

Jan – No meeting (could not find date)

2/7/2012

3/6/2012

4/3/2012