



# School of Saint Elizabeth

Date: April 12, 2011  
 Time: Tuesday, 8:45 AM  
 Location: MTM Room

Next Mtg: June 7, 2011  
 Time: Tuesday, 8:45 AM  
 Location: MTM Room

## Distribution:

SAC		SAC		Committees TBD	
X	Father John Fell, FJF	X	Kristine Lewis, KL		Volunteer
X	Rhonda Calinda, RC		Justin Molinaro, JMo		B&G
	Judy Gaggis, JG		John McCrossan, JMC		Finance
X	M. Abby Molinaro, AM	X	Ellie Rich, ER		Fundraising
X	Gina Harrobin, GH				
X	Bill Venezia, BV				
X	Jim Carle, JC				
X	Mary Hughes, MH				
X	Germaine McGrath, GM				

X Denotes attendance @ meeting.

## COMMITTEE OVERVIEWS

### General

- 4.12.11 FJF opened & closed the meeting with a prayer. All 4.12.11
- 4.12.11 The 2.22.11 meeting minutes were reviewed and accepted. The group welcomed Ellie Rich as the newest member. Ellie has volunteered to assist with the SAC, grant writing, fundraising etc. She has two grandchildren attending SES. Noted 4.12.11

### Marketing Committee

- 4.12.11 MH & GH provided a presentation on Advancement. They shared information gathered from the Diocese sponsored advancement workshop. A handout of the presentation was distributed to all SAC members. Partners in Mission, is the Diocese consultant that focuses on advancement for Catholic schools. The question we need to answer is "In what direction do we want to go?" Fundraising still leaves a gap. Must be mission centered MH,GH Ongoing

We need to take a strategic & integrated approach to advancing our school; we need to go beyond traditional fundraising and embrace advancement as the solution to survive. The traditional model has changed which means there are no small fundraisers. The focus is now on **advance the mission of SES.**

There are 2 key goals: **Endowment**, which should be at least 2x the annual budget; **Annual Fund**, should be 5-10% of the operating budget.

Advancement Plans. The first step is to write an advancement plan, which is a written document that identifies specific responsibilities and goals which is done on an annual basis. The plan has designated tasks and an associated

timeline. The plan contents include an executive summary, strategy, key team members, goals & objectives, revenue projections, means to measure/track results. The annual fund is a commitment, not a one-time event.

FJF asked that with all efforts directed at raising revenue, we need to set targets.

KL spoke about her experience with the HSA in the public school system. In lieu of multiple small fundraisers, the focus is now on 1 major event whereby HSA members "buy into" at the beginning of each school year. Monies that are gained are assigned to specific things (technology, art, music etc.) so parents know where the funds are allocated.

Financial goals need to be set at the beginning of the year and communicated to all of our constituents. All agreed that we need to be clear in our message as well as being cautious not to reveal what the true deficit is. Parents need to be informed that we spend 2x more than the tuition rate charged to educate each student at SES.

FJF suggested that we incorporate St. Elizabeth's feast day which occurs in November.

MH & her team will continue working on the plan and will email the draft version for our comments/review. RC will present the plan to the HSA.

FJF stated that the message is simple: we want the tradition to continue; we are moving away from the burden of multiple fundraisers and we are moving towards advancement as the solution.

## Community Liaison Committee FUTURE

## Buildings & Grounds Committee FUTURE

## Finance Committee

## Closing Remarks

## New Business

4.12.11 Next meeting is scheduled for **TUESDAY, June 7, 2011 @ 8:45AM EST.** All 6.7.11  
Meeting shall be held in **MTM Room.**

Submitted by: M. Abby Molinaro, Secretary.

These minutes represent a summary of the discussions that occurred during the meeting. Meeting minutes will be formally reviewed and accepted during the next monthly session. Should there be any questions, kindly contact the author of this document.