



School of Saint Elizabeth

Date: September 11, 2008
Time: Thursday, 7:00 PM
Location: St. Elizabeth Library

Next Mtg: November 18, 2008
Time: Tuesday, 8:30 AM
Location: St. Elizabeth MPR

Distribution:

SAC		Committees TBD		Additional Distribution	
X	Father John Fell, FJF		Volunteer		
	Richard Diegnan, RD		B&G		
X	Judy Gajis, JG		Finance		
X	M. Abby Molinaro, AM		Fundraising		
X	Amy DeMilt, AD				
X	Bill Venezia, BV				
X	Jim Carle, JC				
X	Mary Hughes, MH				

X Denotes attendance @ meeting.

COMMITTEE OVERVIEWS

General

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| 9.11.08 | Father John opened with a prayer. | All | 9.11.08 |
| 9.11.08 | Bill Venezia, Amy DeMilt & Jim Carle were introduced as new members of the SAC. A review of the diocese planning sessions, our mission and goals and overview of the school were discussed. | Noted | 9.11.08 |
| 9.11.08 | An overview of the June 21 diocese SAC meeting was provided. This diocese wide initiative is a collective effort geared toward strengthening our schools by way of providing advice in areas such as developing short and long term goals, creating a 5 year strategic plan for the school, establishing policy, budget and supporting the school's operations. | All | Ongoing |
| 9.11.08 | The groups discussed and agreed that committees will be developed on an as needed basis. We will be directing our efforts towards Marketing. The group offered suggestions for volunteers. Maria Carr will be contacted; if she is able to serve on the committee, Maria will be invited to the upcoming meeting. Ed Johnson is not able to serve. | AM | 11.18.08 |

Marketing Committee

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| 9.11.08 | Mary Hughes distributed current and recent past enrollment facts for discussion. The group also discussed the changes that lead to the enrollment decrease select upper grades. All agreed that the focus should be on retaining students in the PK/K programs. It was noted that the cost of our PK program is significantly more affordable than traditional day care. | All | 9.11.08 |
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9/11/08	The key to marketing the school includes increasing enrollment, solidifying current families/attendees, emphasizing the strong faith and academic environment, as well as the strength of faculty and their credentials. The marketing plan should address the question of "where do you put your faith in your priorities."	FJF	9.11.08
9.11.08	The group discussed obstacles that may need to be overcome: Cost, Academic Stigma of not being competitive. In response to this, our message is that we focus on success stories, the school is comprised of compassionate individuals, and most important that the school fosters a daily living relationship with Jesus.	FJF, AM, JG, JC, MH	Ongoing
9.11.08	Target marketing groups include: CCD-- the school could potentially enroll about 5% of this group or approximately 50 students; Baptism; New Parents; parishes without schools; local parishes with schools that exceed enrollment capacity.	MH	Ongoing
9.11.08	All parties will review the Mission Statement and provide any comments/revisions to MH. Father John noted that the parish is now in the process of completing their five year plan and as such, we should be clear in our communications. Target groups to receive the mission statement include parish council, capital campaign committee, school families & young alumni. MH & BV will develop & tailor a cover letter for the parish & alumni. BV will review the mission statement at the 10.20 staff meeting. School families will receive the mission statement for review and comment via the family envelope on 10.22.	FJF, MH, BV	11.18.08
9.11.08	MH provided samples of all current marketing materials including the tri-fold, newsletter, etc. The group discussed and agreed that two newsletters will be created: one for school families + one for external distribution. All agreed to review and provide her with feedback on the materials.	All	
9.11.08	For the upcoming annual Golf outing, Jim Carle requested copies of marketing materials so they can be inserted into each participant's bag.	JC	9.26.08

Community Liaison Committee FUTURE

9.11.08	Suggestions for groups to be included within the Community Liaison Committee are: Local Businesses, Chamber of Commerce, Library, police department and area Churches.	All	Noted
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Finance Committee FUTURE

Fund Raising

B & G Committee FUTURE

Closing Remarks

MH & AM will work together to post the meeting minutes on the school's web site.

New Business

- 9.11.08 Upcoming events include: Saturday, 9.20: Diocese Strategic Planning Session & Bernardsville Community Day; Thursday, 9.25: Back To School Night. All
- 9.11.08 Next monthly status meeting is scheduled for **TUESDAY, NOVEMBER 18 @ 8:30AM EST.** Meeting shall be held in **ST. ELIZABETH MPR.** All 11.18.08

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.