



School of Saint Elizabeth

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

Next Mtg: January 14, 2009
Time: Wednesday, 8:30 AM
Location: St. Elizabeth MPR

Distribution:

SAC		Committees TBD		Additional Distribution	
X	Father John Fell, FJF		Volunteer		
X	Richard Diegnan, RD		B&G		
	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

- 11.18.0 8 Father John opened with a prayer. All 11.18.0 8
- 11.18.0 8 The 9.11.08 meeting minutes were reviewed and accepted. Noted 11.18.0 8
- 11.18.0 8 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 discussed expanding membership/volunteers. Maria Carr is not able to serve on the committee; Ed Duncza volunteered his marketing services; AM to contact Ed & invite him to attend our next meeting. AM 1.14.09

Marketing Committee

- 11.18.0 8 BV reviewed the results of the Mission Statement survey. Generally speaking, the response rate was greater than 30% & responses were positive. BV Noted
- 11/18/0 8 The group discussed the future of SES: "where are we going"? The group talked about the potential to expand our programs e.g. day care type. All agreed that SES will continue to operate as a K-8 school with enhanced All Noted

programs for PK 3 + PK4 year olds. Our current athletic & after care programs have continued to be an asset.

11.18.0 8	Mary Hughes indicated that our presence @ Unity Day was successful. We will be participating in the Library Pre-School Fair on 12.4 & 12.5.	MH	12.4+5.08
11.18.0 8	Target marketing groups include: CCD-- the school could potentially enroll about 5% of this group or approximately 50 students; Current PK 3-4 attendees to continue in our school; New Parents; parishes without schools; local parishes with schools that exceed enrollment capacity. MH is speaking to parishes on an individual basis. One target group is families from Peapack-Gladstone & Far Hills. AD will approach our school families that are parishioners @ St. Brigid's to possibly host an informal gathering/coffee to reach out to other potential attendees. MH will contact Father Puleo and/or their Director of Religious Ed to establish a sending relationship.	MH/AD	Ongoing
11.18.0 8	FJF suggested that MH contact St. Catherine's in Pittstown for potential attendees. We would be willing to discount our tuition to offset the costs of transporting students from that parish. AD suggested offering an incentive to current school families that bring in new families.	FJF/MH/AD	1.14.09
11.18.0 8	The group reviewed & discussed changes to the tri-fold brochure. All agreed that the fee schedule will be moved from the front of the brochure to another location. MH noted that the tri-fold is available in local real estate offices. The newsletter will be updated & issued to all parishioners, Religious Ed families, prospective preschool families (2, 3 & 4 year olds), & parishes without schools. All agreed to review and provide her with any additional feedback on the materials. The target issue date of the mailer is during the Christmas recess.	All	12.28.08
11.18.0 8	MH stated that past Open Houses were not well attended & better results are obtained by one-on-one meetings with prospective families. MH plans on conducting internal Open Houses to the current PK families as well as grade 4+5 families. The most effective marketing has been via word of mouth by current families, parishioners and young alumni.	MH	1.14.09
11.18.0 8	RD suggested that Judy Gaggis serve as the executive committee member who will act as the liaison with the Marketing committee.	JG/RD	1.14.09
11.18.0 8	RD will investigate making a video for SES marketing.	RD	1.14.09

Community Liaison Committee FUTURE

11.18.0 8	Suggestions for groups to be included within the Community Liaison Committee are: Local Businesses, Chamber of Commerce, Library, police department and area Churches. This will be addressed in the future when needed.	All	Future
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Committee FUTURE

Finance Committee

11.18.0 8	Jim Carle agreed to serve as the executive committee member who will act as the liaison with the finance committee.	RD/JC	11.18.08
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11.18.0 8	BV & Paul Keating are in the process of drafting the annual budget for review by the diocese in December. JC will review prior to the diocese meeting. FJF stated that we need to focus on our great product to draw people in & to demonstrate to the diocese that we have a solid plan to improve our enrollment situation.	FJF/BV/JC	12.14.08
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Closing Remarks

11.18.0 8	AM reiterated & FJF agreed that our focus & goals at this time are to improve the current enrollment situation & thus by doing so we will improve our financial situation. Also, we want to avoid forming committees that may not be required at this time. As such, we will be working with the Executive, Marketing and Finance committees.	AM/FJF	Noted
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New Business

11.18.0 8	Upcoming events include: Catholic Schools Week: 1.25.09-1.31.09; SES Open House: Thursday, 1.29.09; Saturday, 2.21.09: Diocese Strategic Planning Session; Sunday, 3.8.09: Diocese Executive Committee Session.	All	
11.18.0 8	Next monthly status meeting is scheduled for <u>WEDNESDAY, JANUARY 14 @ 8:30AM EST.</u> Meeting shall be held in <u>ST. ELIZABETH MPR.</u>	All	1.14.09

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.