



— 2017 — 2018 —

STATE *of*  
*the* SCHOOL

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## AGENDA

- » Welcome message from Fr. Carl
  - » Interim/Assistant Principals:  
Kathy Lofgren, Kimberly Murawski
  - » BSJ Reports
    - + *Introduction*
    - + *Finance Committee*
    - + *Development Committee*
    - + *Technology Committee*
    - + *Marketing & Communications Committee*
    - + *Athletics Advisory Committee*
  - » Questions and Answers
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WELCOME

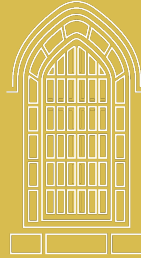
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# BSJ REPORTS

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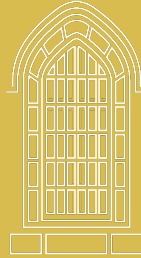
# INTRODUCTION

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BOARD VISION FOR  
2017–2018

- » **Increase enrollment** through new marketing initiatives, direct mail, social media, our school community, and incentives.
  - » **Explore a new business model** for school leadership by hiring an Executive Director who's role will be growing enrollment and overseeing business and marketing. The Principal will be freed up to focus on the academic and spiritual growth of students.
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# FINANCE COMMITTEE

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## FINANCIAL SUMMARY

	2018 (Budget)*	2017	2016	2015	2014
Income/Loss	-\$60,000	\$157,000	\$9,000	-\$165,000	-\$95,000
Enrollment	433	473	481	487	500
Tuition/Fees per student	\$5,713	\$5,386	\$5,273	\$4,996	\$4,892
Expenses per Student	\$6,853	\$6,113	\$5,939	\$6,101	\$5,930

*\*Budget is not complete and subject to change.*

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# 2017

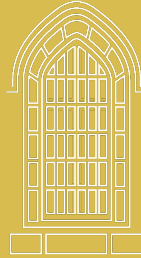
*Why did the school have a surplus 2017?*

- » Trend of lower tuition delinquencies continued
  - » Good management of expenses
  - » Better than expected return on endowment fund as well as income earned on Crowe gift
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# 2018

- » Cost structure in good shape
  - » Lower enrollment trend continues across OCS schools, including St. Giles
  - » 2018 tuition and fee levels to be reviewed and recommended by year end, goal to maintain at general inflation level
  - » Mid-year finance committee report
  - » Scholarship
  - » Budgeting
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# DEVELOPMENT COMMITTEE

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## MEMBERS

- » Julia Harmon Bell
  - » Joanne Biemer
  - » Kelly Hartweg
  - » Ed Kantor
  - » Mary Foley Kastenholz
  - » Kelly Richard – *development office*
  - » Tony Schmitz – *chair*
  - » Robin Schneider
  - » Laura Zawacki
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## WHAT WE DO

- » Fundraising for the school
  - » Extending the school's outreach to alumni & the community via social media, Little Lions Program and PK Open House (November)
  - » Keep alumni connected with SGS: Alumni Welcome & Clap Out
  - » Events:
    - + *Lion's Leap – September 21*
    - + *Sister Marie Imelda Society (ongoing) – Reception, November 9th*
    - + *Black & Gold Pride – March 10, 2018*
    - + *Grand People Day – April 27, 2018*
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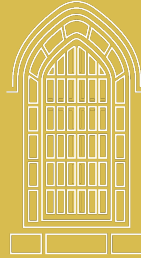
## LAST YEAR'S FUNDRAISING

- » Generous alumni Jack '42 & Peggy '48 Crowe created the Jack & Peggy Crowe Educational Scholarship Endowment Fund of St. Giles – \$1,000,000
  - » Parent-led projects: Beautiful new space off the gym called Lauren's Lounge, in memory of dedicated parent, Lauren Heath Barnett, and continued support of the outdoor learning space – \$51,000
  - » Lion's Leap – \$102,000
  - » Black & Gold Pride – \$111,000
  - » Donation from former parent Ed Garvey, to build up the Denise Garvey Arts Endowment Fund – \$7,500
  - » Gifts to the Sr. Marie Imelda Wilson Society and the Annual Fund – \$58,000
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## HOW YOU CAN HELP

- » Volunteer at this year's Black & Gold Pride – need help securing donations beginning in December, and working on various activities through the evening of B&G (evening volunteer opportunities!)
  - » Doubling your Lion's Leap donation to help bridge the \$1,000 gap between tuition charged \$5,500 and what tuition really costs – \$6,500
  - » Join the Sr. Marie Imelda Wilson Society – cumulative donations to the School of at least \$1,000
  - » Attend the B&G Pride on March 10, 2018 – buy/sell raffle tickets, donate an item to the live/silent auctions
  - » Volunteer at Grand People Day
  - » Spread the word about St. Giles – we have a wonderful parent community, great kids and excellent teachers!
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# TECHNOLOGY COMMITTEE

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## MEMBERS

- » Sarah Arnett
  - » Anastasia Carroll – *teacher representative*
  - » Dean Jaeger – *finance liaison*
  - » Dan Meeker
  - » John Orleans
  - » Chris Reisor
  - » Jonathan Sluys – *chair*
  - » Richard White
  - » Interim Principal
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## WHAT WE DO

- » Provide research, advice, and recommendations on technology implementation
  - » Provide technology support
  - » Assist in technology budgeting
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## OUR MISSION

*We want St. Giles to be known as a school where technology is:*

- » Part of everyday learning
  - » Exciting and full of possibility
  - » Never in the way—through broken equipment, haphazard implementation, etc.
  - » Used as a means to foster communication between parents, educators and staff
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## CURRENT TECHNOLOGY

*(needs to be validated)*

- » 131 iPads
  - » 83 computers
  - » 25 smart boards
  - » 26 network components
  - » 2 servers
  - » Printers & copiers
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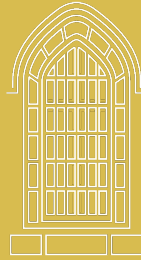
ACCOMPLISHED  
LAST YEAR

- » Drastically reduced spending for technology support expenses.
  - » Advised on roll-out of changes to 1:1 iPad program to shift ownership of devices.
  - » Researched equipment and ideas around maker spaces. Provided recommendations for a pilot program.
  - » Launched a new school website.
  - » Provided troubleshooting support throughout the year.
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## OUR GOALS

- » Enhance communications (in collaboration with the marketing committee).
    - + *Better designed and structured email newsletters / website*
    - + *Auto-updating calendar subscriptions for school events*
  - » Create opportunities for learning through tech via a maker space pilot program.
    - + *Requires someone on school staff to own the project*
  - » Map all equipment and plan for upgrades and replacements.
    - + *Smart boards, netbooks, etc.*
  - » Evaluate vendor relationships to further refine scope. Help map satisfaction with services provided.
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MARKETING & COMMUNICATIONS  
COMMITTEE

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## MEMBERS

- » Raya Bogard
  - » Ann Clements
  - » Amy Crilly
  - » Meghan Hurley Gibbs – *chair*
  - » Delia Marshall
  - » Andrew Waiss
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OUR MISSION

To communicate the value of a St. Giles education by reinforcing our brand promise and to increase enrollment through retention and admissions

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## OUR CHARGE

*We are tasked with:*

- » Ensuring clear, thoughtful and deliberate communication
  - » Utilizing data and technology wisely to assist in communication and target our marketing efforts
  - » Holding strategic and welcoming events
  - » Instituting creative initiatives to meet our goals
  - » Sharing the good news about what we do better than anyone else
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ACCOMPLISHED  
LAST YEAR

- » Camp Galileo
  - » Little Lions Program
  - » Elevator Pitch
  - » Revised Parent Survey
  - » At-A-Glance School Report Cards
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## OUR GOALS

- » Create a Marketing Plan
    - + *Create a written, living document that outlines marketing and enrollment goals, objectives, responsibilities, and deadlines to ensure success*
  - » Develop communication protocols
    - + *Collaborate with PTO and school administration to develop recommendations, expectations, and protocols for communication from teachers, administration, school office, BSJ, and PTO to families and each other*
  - » Grow enrollment through retention and new admissions
  - » Freshen up and ensure consistent branding
    - + *Collaborate with technology committee and school on Weekly News and website*
    - + *Update protocols and create templates so school is presented consistently in terms of content and visuals*
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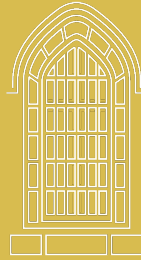
## OUR INITIATIVES

- » New Family Recruitment Program
    - + *\$500 incentive for bringing in a new family*
  - » Parishioner Outreach
    - + *Onesies and t-shirts for newly baptized*
    - + *Strategic school updates in the Arrow*
  - » Bridging early childhood to K-8
    - + *Various lunchroom and playground activities with students and parents bridging preK to K-8*
    - + *Opportunities for early childhood families to see our older students shine*
  - » Marketing Minute
    - + *Corner of the Weekly News that shares positive school information you can share with others*
  - » Social Media
    - + *Expand and sharpen social media outreach*
    - + *Seeking a social media leader to join our team!*
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## OUR EVENTS

- » Early Childhood Showcase
  - » Catholic Schools Week Open House
  - » Coffee Talks
  - » Bridging Events
  - » 90<sup>th</sup> Anniversary of St. Giles Parish & School
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ATHLETICS ADVISORY  
COMMITTEE

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## MEMBERS

- » Zac Cocco – *Co-Athletic Director*
  - » Sal Petramala – *Co-Athletic Director*
  - » Liz Moroney – *Co-Chair*
  - » Bob Richard – *Co-Chair*
  - » Kathy Lofgren – *School Representative*
  - » Michelle Bibbey
  - » Joe Corro
  - » Bob DiCanio
  - » Richard Jones
  - » Greg Larson
  - » Mark Montgomery
  - » Carole Murphy
  - » John Reale
  - » Peter Stathas
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## WHAT WE ARE

- » A cross section of the school and parish community
    - + *School staff*
    - + *Current/former school parents*
    - + *Coaches*
  - » A Guidance and Support Team
    - + *Athletic Director*
    - + *Mission and Goals of St. Giles Athletics*
    - + *Use survey feedback*
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## OUR MISSION

- » Provide opportunities for all interested students
  - » Teach fundamentals
  - » Develop sports-specific skill levels
  - » Instill team-oriented values
  - » Teach proper attitude toward competition
  - » Foster an environment to increase self-confidence and self-esteem
  - » Enhance physical fitness
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## OUR GOALS

- » Accept and appreciate teammates
  - » Build sportsmanship
  - » Recognize and develop each player's potential
  - » Instill team-oriented values
  - » Accept success and failure graciously
  - » Appreciate coaching, rules and performance
  - » Give best effort
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## CURRENT PROGRAM HEALTH

- » Soccer
    - + *Participate in Two Leagues (Classic and Forest Park)*
    - + *92 Students*
    - + *Playoffs start tonight*
  - » Cross Country
    - + *Competed in 5 meets*
    - + *30 Students*
    - + *Growth from last year*
  - » Basketball
    - + *Registration underway*
    - + *Adding 4<sup>th</sup> Grade teams for boys and girls*
  - » Volleyball
    - + *Registration in Early Winter*
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## GOALS AND ACCOMPLISHMENTS

- » Academic Eligibility Policy
  - » Gym Renovations
    - + *Gym Floor*
    - + *New Pads*
  - » Increase Student Participation
    - + *Hold once a month Friday night open gyms*
    - + *Skills Camps*
      - + *Jason Otter*
      - + *Chauncey Jones*
    - + *Basketball Open Gyms*
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# QUESTIONS & ANSWERS

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THANK YOU

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