

**Board of Specified Jurisdiction  
*January 11, 2021***

***7:00 PM***

**Board Members/School Leadership Present**: Jonathan Sluys, Meghan Hurley Gibbs, Carolyn Burke, Sarah Yaffe, Kelly Hartweg, Greg Larson, Ty Mayberry, Patrick Winter, Cathy Marshall, Jim Gates, Meg Bigane, Fr. Carl Morello

**Board Members/School Leadership Absent**:

**Other Attendance:** Kristen Reale, Margaret Murphy, Drew Waiss

1. **Opening Prayer**
2. **Pastor’s Report**

* Father Carl shared the following:
* A water main problem originated in the street and is being repaired with no damage to the building
* Linda Czekalski retired in September and Matt Brophy was hired as the new *Operations Director*. Change from *Business Manager* to OD was archdiocesan action.
* Live stream capabilities were added in time for Christmas Masses and were very well received
* Mass is live streamed every Saturday at 4:00
* Plans are in process that may allow live streaming the Mass into the school

1. **Principal’s Report**

* Meg Bigane shared the following:
* Return to school from Christmas break smooth and so far, so good
* Remote learning is down from 60 to 30
* Some remote learners will be returning to in person when everyone comes back next week

1. **Plans for January Open House and enrollment season**

* Sarah Yaffe, marketing chair, shared the following:
* A virtual Open House will take place on January 31 from 10:30 – 12:00 featuring 15-minute rotating modules for Pre, Primary, Intermediate, Middle School, and Specials. Participants can join to view all or select modules with staff joining from classrooms. The Open House will end with a parent panel for Q&A. It is requested that registration be made in advance for the Q&A.
* Meg Bigane shared the following related to enrollment:
* Marketing will target ZIP codes to bring in new families in, as well as reach out to current families.
* An “inquiry form” will be used for families who are considering enrolling next year to ease the crunch of downloading data to Power School.
* Additional information based on member comments / questions / suggestions included: Staff support will be offered to assist staff in providing a positive viewer experience across all grades; Father Carl will participate in the Open House; the Open House plan includes teacher introductions and then in Q&A in all classes.

1. **Sneak preview of the new St. Giles School website design**

* Meghan Hurley Gibbs, BSJ vice chair,shared the following on the website redesign and dialogue ensued:
* This is a work in progress towards the redevelopment goals of a more aesthetic website with increased functionality, outward facing to prospective families, ease of maintenance and manageability, and lean on text (but rich in content call outs). Website is being built out for outside development by current website partner.
* New features include less text density; new menu sections and call buttons, and jump links; expanded color palette (green, blues, and red) to support black / gold theme and add energy.
* Johnathan Sluys, BSJ chair, shared the following:
* A visual walk-through of the current website redesign that highlighted a number of the new website enhancements addressed by Meghan including focus on St. Giles School’s values, academic excellence, nurturing community, and development of lifelong leadership skills.
* Content and buttons regarding academics, student life, the campus, quotes from parents about their St. Giles School experience, a parent portal, contact forms.
* It is hoped that the redesign will be ready for the Open House and Catholic Schools Week.
* Member comments included suggestions to enhance “Call to Action” buttons and how to speak to a real person, make content easy for parents to access and staff to update as needed, and highlight the multitude of enrichment programs.

1. **Committee Reports**

* **Finance** – Due to meeting timing and agenda, there was no finance report
* **Marketing –** Due to meeting timing and agenda, there was no marketing report
* **Development** – Kelly Hartweg shared the following:
* Highlighting alumni page has been added to the website redesign for alumni to sign up and get / keep in contact
* No update on Black and Gold until February meeting
* **Tech** – Ty Mayberry shared the following:
* No additional information beyond website redesign
* **Athletics** – Greg Larson shared the following:
* Spirit wear sales are slow, but steady, considering the difficulty of selling clothing virtually and coming off the holiday family expenses
* Consideration of a calendar listing multiple purchase date windows
* **PTO** – Kristen Reale shared the following:
* Plans for a virtual variety show will be promoted with announcements
* Plans for a virtual fun run
* Plans to support Catholic Schools Week
* **PPC** – Margaret Murphy shared the following:
* No announcements at this time related to the BSJ

Meeting adjourned at **8:00 PM**

Next meeting: February 22

Respectfully submitted,

Jim Gates, BSJ Secretary