

**Board of Specified Jurisdiction  
 *February 22, 2021***

***7:00 PM***

**Board Members/School Leadership Present**: Meghan Hurley Gibbs, Carolyn Burke, Sarah Yaffe, Kelly Hartweg, Patrick Winter, Cathy Marshall, Jim Gates, Meg Bigane

**Board Members/School Leadership Absent**: Jonathan Sluys, Greg Larson, Ty Mayberry, Erika Montgomery, Fr. Carl Morello

**Other Attendance:** N/A

1. **Opening Prayer**
2. **Pastor’s Report:** Father Carl was unable to attend due to another meeting commitment.
3. **Principal’s Report:**

**Meg Bigane** shared the following:

**Inquiry Enrollment Process update**

* 90 total inquiries to date, not all have applied
* 14 new enrollments with multiple child families
* PreK-3 going well, and most classes are maxed out and 4th is close
* Some classes have 22 student and will have a waiting list; most class sizes are 20
* Families who left are coming back and those who are not are leaving the area

**Virtual Open House**

* Many compliments including those from new families who will be enrolling siblings
* Majority of inquiries came from D97 parents
* Consideration of offering virtual as well as traditional open house in the future
* Meg offered that Catholic schools and St. Giles in particular managed the pandemic situation well

1. **BSJ Updates:**

**Meghan Hurley Gibbs** shared the following

* The blessed news about Vivienne Eva Sluys, Chair Jonathan Sluys’s new daughter
* An overview of meeting plan concept to send committee reports to members ahead of the meeting to allow more time for discussion. Committees will have more lead time going forward.
* That it was requested that tonight’s committee reports include an accomplishment and a goal
* Consideration of possible “Virtual BSJ” meetings notification to help the school community get to know the Board and what we do
* Consideration of possible ways to present BSJ practices and processes on-line to enhance outreach

1. **Committee Reports/Accomplishments and Goals**

**Finance: Carolyn Burke** shared the following

* **Accomplishment**: We successfully set the tuition one month earlier than it has ever been done before.
* **Goal**: We will continue to work with and support Michelle while getting to know Matt Brophy and strive to make sure that we all receive accurate information and utilize that information to make sound financial decisions.
* The school finance committee has not met since our last meeting.  They did, however, have a good discussion about incentives via email and text. In order to support the marketing committee's strong desire to continue to offer new family incentives, while balancing that desire with the fact that we always have a tight budget, the Committee agreed to support offering new family incentives as long as the total amount of incentives offered for the year does not exceed $10,000.  The Finance Committee recommended reducing the incentive to $500 per family.

**Marketing: Sarah Yaffe** shared the following

* **Accomplishment**: Virtual Open House held on Jan. 31 with 25+ attendees with strong attendance throughout event sessions. Professional photo shoot of classrooms, campus, students. Photos to be used on new website, marketing, etc.
* **Goal:** Continue momentum of new monogram and conduct a review of logos and new marketing campaign with fresh swag
* Ongoing communications and materials support, updated “About St. Giles” materials / new virtual folder, development of new Parent Ambassadors list, communications around new inquiry and enrollment process, enrollment-focused paid social
* New website copy and creative with DBD: Launch goal: April 2021; Virtual Kindergarten Coffees targeting prospective families -Feb. 23 at 9:30 a.m. and 6:30 p.m.; Feb. 25 at 8:30 a.m. and 6:30 p.m.; likely additional dates to be added in March; PreK Virtual tours to be scheduled for March (dates being finalized), campus tour video (with support from Mr. Patterson); “Welcome to St. Giles School” guide in development as marketing & new parent resource; and new collateral and marketing materials to be produced by start of 21-22 year (i.e. yard signs, magnets, pencil, etc.)

**Development: Kelly Hartweg** shared the following

* **Accomplishments**: Unified marketing / development voice and school reopening campaign went well financially
* **Goal:** Reach or exceed last year’s Black and Gold revenue goal of $90,000
* Virtual fundraising during a pandemic is challenging. Development is looking forward to getting back to all the exciting things we do.

**Tech: Ty Mayberry**

* No updates

**Athletics:** Filling in for **Greg Larson, Meghan Hurley Gibbs** shared the following:

* **Accomplishment**: Successful creation of virtual swag store
* **Goal**: Resolve the scoreboard issues

**BSJ At-Large Members**

* **Patrick Winter** expressed gratitude for all the outstanding work of teachers, administration, committee members, and others during this trying time
* **Cathy Marshall** shared that while other Catholic schools have professionally managed the pandemic, St. Giles has done a wonderful job overall

**PTO –**Filling in for **Kristen Reale, Meghan Hurley Gibbs** shared the following:

* Plant sale is on
* March Madness will return with the Sweet 16 round to avoid a conflict with Black and Gold
* Prepping for the “Miles for Giles” run with 140 participants at present

**PPC – Margaret Murphy**

* No update

1. **Black and Gold 2021: Kelly Hartweg** shared the following:

* The virtual Black and Gold is Saturday, March 13 from 7:00-8:00 PM. 7:00-7:15 will be the pre-event and call in
* The event is free to attend and registration is open
* You may purchase one of the 110 VIP packages for $75.00
* From 7:15-8:00 the theme of “A Year Like No Other” will feature messages of gratitude and accomplishment, short teacher and student video clips, paddle raises (to honor our students and staff), and group and tuition raffles
* While no specific dollar amounts will be indicated, discussions are in place to communicate how funds will be dispersed to support St. Giles student and staff.
* Plans to communicate the event are ongoing including the role of room parents and Flocknote to communicate event news with the community

1. Meeting adjourned at 8:18 PM
2. The next meeting is April 19

Respectfully submitted,

Jim Gates, BSJ Secretary