



CATHEDRAL SCHOOL

Cathedral School Advisory Council

September 18, 2018

5:30 – 7:30

Meeting Minutes

Attendees: Council members Susie Holman, Kacey Baxter, Kristen Russo, Sara Clark, Joanie Bayne, Katy Daughn, Kara Vargo, Kiki Hanover, Helen Heller, Rhiana Kehrli, Gretchen Sturm, Carrie Akers, Brian O’Sullivan; and School Principal Amy Biggs

Council member Tom Nebel and Pastor Monsignor Pat Brennan were absent from the meeting.

The meeting was called to order at 5:32pm by Chairperson Susie Holman.

I Opening Prayer

Katy Daughn led the council in opening prayer.

II Parent Comments

No parents were in attendance

III Minutes

A motion to approve the minutes as written was made by Katy Daughn. Kristen Russo seconded the motion. The motion passed.

IV Principal Report

The accreditation process started today. It is a lengthy process with four sections and an action plan. Catholicity is the largest part of the process. The Accreditation leadership team is made up of Mrs. Biggs, Mrs. Trachtenbarg, Miss Hart, and Mrs. Ficklin. The leadership team will be leading the staff through the self-study process. A parent survey will be going out as part of the accreditation process. Students and staff will also complete surveys.

Please change next meeting to November 13, 2018. (School is out the week of previously scheduled meeting)

V Archdiocese Strategic Plan

The Archdiocese of Portland is working on a Strategic Plan for the Dept. of Catholic Schools. Susie Holman explained where we need to start at Cathedral School.

- Goal is to attract families.
- Need to look at how we engage new families. Looking at what events are relevant.
- We need to educate our families and community. Tailor communications with a more personal touch. What does what we do mean?
- How do we retain families? If we engage them, we can retain them.
- Is what we are doing relevant?

Communication and marketing will be key components. We need to evolve the role of the SAC to get out of the "in the moment" items. The first area to look at is marketing and setting goals on how to attract families

VI Committee Reports

Finance Committee Report

Gretchen Sturm reported on the first two months on financials. Cathedral School is on track and within budget. It was reported that outdoor school will not be subsidized by Portland Public this year resulting in a higher cost for outdoor school. Run for Cathedral funds will be used to make up the difference. The Run currently funds outdoor school.

Marketing Committee Report

Kacey Baxter reported that the school has an ad circulating in the October issue of NW Kids magazine. Members of the finance, development and marketing committees have been working on a brochure to support Celebrate Cathedral fundraising.

Communication Committee Report

Rhianna Kehrlri reported that she and former SAC member Casey Boggs set a communication plan last year that has been put in place. The committee circulated a back to school letter in August. After the budget is passed, a communication will go out focusing on finance and tuition increase. April will be about curriculum. June's communication focus will be testing and faculty.

Development Committee Report

Susie Holman discussed Cans for Cathedral.

Susie reminded the council that SAC members are the champions of the Celebrate Cathedral event. There is a continued need to raise awareness of the event. On September 26th, a brochure will be distributed regarding the event.

A plan was made to promote Celebrate Cathedral in carline.

Mrs. Biggs introduced video that will be shown at Celebrate Cathedral. It may also go on website and future events.

Mary Lang Award nominees will be circulated to council in coming days.

IX Future Business

Marketing and Advertising

Adjournment

Katy Daughn moved to close meeting. Joanie Bayne seconded the motion. Meeting was adjourned at 6:54pm.