



CATHEDRAL SCHOOL

Cathedral School Advisory Council

November 19, 2019

5:30-7:00

Meeting Minutes

Attendees: Council Members Kiki Hanover, Kara Fioravanti-Vargo, Sara Clark, Katy Daughn, Christen Abernethy, Joanie Bayne, Gretchen Sturm, Rhiana Kehrl, Kristin Russo, Brian O’Sullivan, Monsignor Pat Brennan and School Principal Amy Biggs.

The meeting was called to order at 5:35 PM by Chairperson Kiki Hanover.

I Opening Prayer

Kik opened the meeting with a prayer.

II Parent Comments

No parents were in attendance.

III Minutes

A draft version of the minutes were shared in advance of the meeting. Kara – motioned to approve, Joanie B was second and entire group approved.

IV Principal Report

Principal Biggs gave a Principal Report focused recent accreditation process. She has a full Power Point Presentation for those who would like to see it at a more granular level. There are four rankings and we expect to receive the best rating. This is the second accreditation for Principal Biggs – the first being 6 years ago.

The finished Accreditation product will be a thick report completed by Chair, Sally Todd, who is the retired super intendant of the Archdiocese. Chair Todd really enjoys the accreditation process and is delighted to be working with Cathedral School.

VI Committee Reports

The committee reports focused primarily on the committee goals for the school year.

General info:

93% of parents attended Fall Conferences

Joanie Bayne is following up to schedule school tours and status of outstanding applications

Removed date off application on Cathedral website. Changed to “Now accepting Applications for School Year.”

One criticism brought up by parents – prayer corners not prominent enough in school classrooms.

Advertising and Marketing

Key activities for this school year are: general brand awareness for new classes, focused marketing for on smaller classes (K, 2nd, 3rd) through targeted marketing, and a focus on internal marketing (‘marketing’ to Cathedral constituents).

The Cathedral Facebook page also looks significantly better. On a regular basis, Kiki is adding new pictures and updating content. This update adds a fresh approach to our Social Media postings. We are quickly realizing that our Cathedral parent and prospective parent base is much more digital than paper or print base. Therefore, it’s a goal of our marketing and advertising committees to continue to grow our social media channels.

Communication

Rhiana Kehrli gave a Communications Committee update. Four communications are sent throughout the year: Back to school (end of August), financial update, test scores, end-of-year wrap-up. Additional special communications will be drafted as needed, and the Communications committee is ready to help other committees as required. Please do not send out updates without consulting with Communications. We also use the Advisory shared mailbox for all communication vs. personal accounts.

Development

Joanie Bayne – Celebrate Cathedral was a great success. Lots of excitement around the evening and guests were happy to be dressed up.

As of 11/01, \$56,505 raised (awaiting final numbers).

Paddle Raise done by Jake Hanover was super. Energetic, fun and moved at a good pace.

As a result, 65 people bid \$50 in short order.

140 people were in attendance

Next Celebrate Cathedral scheduled for 11/07/2020 – Roaring Cougar Theme

The Council then discussed various ideas to help maximize the result of the event:

Beefing up the Online Auction

Important for younger grade parents to attend – Pre-K and K especially. Also – is it prudent to require all parents/guardians to purchase a ticket regardless if they attend?

Finance

Gretchen Sturm provided a finance update. Run for Cathedral was a big success. This was the first year that we really started to use an online process for pledges. Most people used PledgeStar, once we got rid of initial bugs. We had very few physical checks as a result. The finance committee has not started its main task of the year, which is supporting Principal Biggs as she prepares the annual budget. A secondary goal of the committee is to develop a multi-year forecast to help development fundraising efforts.

VII Future Business

Next meeting is February 18th, 2020

Brian – Snacks

Sara – Drinks

Kara - Snacks

Adjournment

Meeting adjourned at 6:40 pm.