



Cathedral School Advisory Council

The School Advisory Council provides a much-needed resource to the principal, support and advice on important issues, which the principal does not have the time or expertise to accomplish alone. There are four broad areas of support where specific expertise is needed, which can be provided by standing committees. To be successful, these committees need School Advisory Council members with relevant experience / expertise, and who are willing to devote sufficient time to the issue at hand. Defining these areas further can help identify areas of expertise needed on the School Advisory Council, and in turn give direction to School Advisory Council member recruitment (whether those members join via election process or direct appointment by the principal). Appointment to these committees is done by the Principal and the School Advisory Chair in accordance with the Bylaws.

Each of the four standing committees deal with issues which are shared with and/or dependent upon other committees. The keys to success will be: Appointing committee members who have specific experience/expertise, and working together to draw clear distinctions between each committee to avoid overwhelming all of us. Communicating openly between School Advisory members, principal and committees as well as between committees.

Marketing / Advertising

Primary Goal: Full Enrollment

- The role of the marketing committee is essentially advertising – the message from the school to the outside community with the singular goal of additional enrollment.

Specific Focus Areas:

- Website, Printed Materials
- Advertisement in public
- Private periodical?

Communication

Primary Goal: Timely and meaningful communication with the Cathedral community

- The role of the communication committee is to work with the principal to establish ongoing, periodic communication from the administration to the parents/community to establish the right balance of communication that provides transparency without confusion. This may also include specific components of the website.

Specific Focus Areas:

- Working with the principal to draft / author periodic letters to parents to keep them informed of big picture tasks and issues, budget issues, etc.
- Drafting communications on specific issues as they arise, working with the principal to balance detail with clarity.

Development**Primary Goal: Expanding on our appeal for funds without creating conflicting events**

- The role of the development strategy committee is to find ways to expand upon events, which haven't yet been fully formed, and to balance those with the schools primary events.

Specific Focus Areas:

- Revise Auction Event to meet the needs of the changing community while raising needed revenue for the school operating budget.
- Create community between parish and school
- Look at spring art show to expand upon with parish and school

Finance**Primary Goal: Supporting the principal in establishing a balanced budget**

- The role of the finance committee is to provide specific financial expertise to the principal to aid in budgeting.

Specific Focus Areas:

- Annual Budget Process – working with principal and business manager to establish annual budget, and provide quarterly summary to the SAC.
- Long Term Budgeting / forecasting – Expanding the budget to consider future goals, enrollment trends, expense trends, etc.