

School Advisory Board - Meeting Agenda  
December 9, 2009 - 6:30 p.m.  
Room 207

In Attendance: Lauren Beckmann, Bill Schlise, Matt Hietpas, Lisa Lesjak, Jane Connell, Tom Zale, Tricia Ognar, Michael DeMichele, Dan Davis, Laura Maly

Absent: Fr. Dennis, Chris Schorse, Michele Weinschrott

1. Call to Order & Prayer (Dan Davis)
2. Pastor's Report (Fr. Dennis)
  - No report
3. Principal's Report (Lauren)
  - The Faculty is making great progress on the accreditation project. All involved can see the long-term value of this effort.
  - "Pack the mass" challenge during Advent. 8:30am mass this Sunday, Dec 13<sup>th</sup>. Students requested to wear pink or white at that mass.
  - Early dismissal for Wednesday was brought up. Pros and cons of the schedule were discussed, and it is clear that there are differences in opinion on this practice. Wednesday early dismissal will continue through this school year and next, and it will be reviewed periodically.
    - The time is currently used primarily for accreditation, and there was discussion as to whether more time spent on professional and curriculum development would be preferred. Lisa and Lauren indicated that the accreditation process is a building block for many areas including professional and curriculum development.
4. Parish Council's Report (Lauren for Chris Schorse)
  - Children's liturgy of the word project is progressing. Gail is planning to proceed with the offering beginning sometime in January.
  - See Joint Parish Council meeting minutes posted on Parish web site.
5. Home & School's Report (Karen Hunt)
  - Refer to Home & School Minutes on St. Robert School website
6. Committee Reports
  - BLINK (Matt Hietpas)
    - Nothing to report
  - Budget & Finance (Tom Zale)
    - Discussed inputs for 2010-11 budget
  - Development (Lisa Lesjak/Michele Weinschrott)
    - Currently slightly ahead of prior year in committed funds. Repeat donors are giving at or above prior year levels. This is very encouraging!

- Education & Formation (Bill Schlise)

## 1. Lunch Program--Met with Taher Rep Lori MacGregor-Monte to discuss food options

### General info:

- SRS meals are federally subsidized; 4% of our students receive subsidized lunches
- Being in the program compels us to use federally supplied commodities
- Goal of the program is to deliver pre-determined amounts of nutrients at lowest possible cost
- As Taher wants more customers, it will work with us to improve the food and the staff
- Taher would like to average 100 paying customers per day, SRS averages around 80.

### Equipment needs:

- Lori will get pricing of a child-size food bar--so kids can serve their own fruits and veggies. (This could reduce Taher staffing needs from 2 to 1.)
- She will also get pricing of shelf freezers--making fresh frozen vegetables an option.

### Other:

- Meals "prepared from scratch"--assembled and cooked in the Taher kitchen by a person--are not selling well at SRS.
- To reduce waste, we will take inventory of our flatware and Lori will check replacement cost. Some will be tossed accidentally.

### Upshot:

- Sustainably produced (organic, whole, locally grown) foods will have to be a long-term goal. Lori mentioned that demand for these is growing. Opportunities to satisfy at least some of these criteria are being sought by Taher.
- Whether an alternative means might be found of subsidizing meals for students who need them was raised. It is a subject for further discussion.
- As we recognize that a meal is more than just eating, we intend to improve other aspects of the meal experience--to be discussed in detail next meeting.

## 2. Faculty response to instructional minute tally

Faculty reviewed the tally of instructional minutes at a recent staff meeting and do not perceive shortages in instructional minute allocations, notwithstanding the actual shortages noted in the 3-November-09 minutes, quoted below:

- Subjects most commonly in deficit are Art (50% of mandate across all grades except 8), Social Studies and Science, though significant time deficits (more than 10%) in Reading/Language Arts also occur in grades 3, 4 and 6. Math minutes are in deficit in grades 6, 7 and 8.
- Subjects most commonly in surplus are World Languages (0 minutes mandated), Math, Religion, Media (0 minutes mandated), and Intervention/Enrichment (basically catch up time used at teacher's discretion, 0 minutes mandated, but reported to be much needed and well-used. The accounting task is complicated by this one).

The teachers feel the current allocations of time are sufficient for students to meet all exit expectations in all subject areas.

### 3. Art Program Update

- a. The faculty Arts Integration Leadership Team has produced a couple of documents designed to promote communication between the art specialists and other subject area teachers, helping each to identify areas where cross-curricular development of a topic may be tried.
- b. Margaret briefed us on an idea for a school-wide collaborative art project, for possible inclusion as an Emerald Auction item, though on very different terms than last year's self-portraits.

### 4. Media Resource Center update

- a. Mrs. Bennett is working with the faculty and the new library catalogue software to complete an order for non-fiction materials. She has a cut-off date for using H&S funds (\$2500) allocated last year.
- b. She reports that time for collaborative project planning has been limited by the faculty's obligation to accreditation tasks during this self-study year. Mrs. Bennett and Ms. Hanson have found time, however, to collaborate very productively on several projects. To help compensate for lack of collaboration time, Mrs. Bennett has a form out on the Teacher Share drive that teachers can use to keep her posted on research project plans and needs.

**5. Survey of Faculty: Assessing and Addressing needs of students**—Lauren shared copies of the teacher's responses to this. Bill and Jane B. will summarize and report next meeting.

- Environment (Dan Davis)
  - The accessibility & media center project: Elevators and lifts are functioning and dedicated. Media center is complete.
  - The Athletic Association has begun to look at changes in locker room/storage area in the gym to improve the access and function.
  - January planning:
    - to set up a capital improvement fund
    - to produce a list of potential projects
  
- Marketing (Michael DeMichele)

Some of our recent committee "successes" include:

- The Blueprint newsletter is printed.
- The coffee label for the Alterra coffee sale has been re-done and is colorful, creative and includes our logo and website.
- The website continues to be quietly updated including calendar and special event content, and our behind the scenes efforts to get more media coverage are ongoing. We are also planning to test some versions of an email newsletter that may be useful for special messages.
- St. Robert Beer Project:
  - Meeting with Jim McCabe from Milwaukee Brewing Co. (Milwaukee Ale House Parent Co) went very well.

Basically, this is not that difficult and MBC is set up fairly well for us to accomplish this not just as a marketing effort, but also as a fund raiser. Here are the fundamentals:

They want us to do a minimum run of 400 Cases – that is 1,600 six-packs. Like most things I approach in life, this should be negotiable; however, we need to do some figuring to determine how hard that may be to get that quantity out the door. Beyond selling it to our parents and parish members, we could sell it at our functions to help absorb the stock – Emerald Auction, St. Robert Fair, etc. Keeping in mind that beer has a shelf life of around 100 days.

They have the license to do it, as long as we do not mind leaving "Brewed and Bottled by Milwaukee Brewing Co." on the label. This seems reasonable to me.

It would be bottled in a brown long neck. (non-returnable-but recyclable)

The biggest job for us is to design the bottle and neck label and name the beer. The crown or cap, would be generic for now to keep costs down. The biggest cost is actually the six-pack carriers, but basically, we would attempt to get the cost to around \$4.00 per six pack. We would sell it for around \$8.99 per six pack – the basic market for a craft beer. That could mean around \$8,000 net in fund raising....

The potential is pretty large since according to Jim, he thinks the concept is very innovative and he does not know of a church or church school craft beer product and it obviously offers a lot of clever naming/ label-art and marketing opportunities which is popular among craft beer. Also, not unlike our Alterra coffee but with a potentially wider audience as it could go to local stores, like Sendiks and Downer Wine, local establishments, etc.

We discussed different types of beer and felt together that a lager with body such as Stella Artois has a reasonably strong following these days, and has flavor and drinkability that is approachable for men, women and various palettes and works with and without food. He felt they could deliver a product very close to it within that \$4 cost range bearing in mind that the cost is also a function of the type of malt, hops, etc.

Timing: He predicts the entire process to take around 2-3 months – At BEST, to have the finished product.

Next Steps: We need to decide if we want to do this. If so, we determine a name and design the labels and go from there. It would also need a way to pay for it or perhaps a sponsor or "producer" to put the up-front investment down and float it for the return.

## RECRUITMENT:

As of January 4 enrollment will be at 316 thanks to two new K4 students in the past week and a new first grader moving from CA in January. Another possible K transfer is visiting this week. We have had a steady flow of school tours in the past month and four more are scheduled for the next two weeks. House in your neighborhood for sale? a woman from Michigan who will be in town house hunting in Shorewood and Whitefish Bay...she and her husband have two children that could enroll next fall!

PR efforts this semester have begun to increase coverage of school events and news, as well as student activities/achievements via event calendars, photo opportunities and news stories.

Event Calendars. Publicity of events through submission of information to media calendars has earned us consistent coverage in the *Milwaukee Journal Sentinel* Cue Section, *North Shore NOW* and *ShorewoodNOW.com* community events sections, *MilwaukeeMoms.com* Big Calendar, and the *OnMilwaukee.com* events section. In the future, we also hope to increase our presence in the *Catholic Herald*, *Catholic Herald Parenting* and *MetroParent*. PR for our December (Christmas concert) and January events (Old Befana, the Open House/Pancake Breakfast/Book Fair) are already underway.

Photo Ops. This semester, PR efforts have secured two photos in *North Shore NOW* (the grand opening of the Media Resource Center and Family Movie Night). Additionally, we have begun to selectively upload photos to *ShorewoodNow.com* to highlight student activities/projects (Mrs. Yannet's monarch release for instance) and continue to look for interesting ideas and opportunities. Finally, on select occasions, we will also tailor event alerts to local TV in the off-chance that we can hit a slow news night and secure a feel-good type of spot.

News Stories. The opening of the Media Resource Center provided our first opportunity to pitch a story to the education reporters at the *Milwaukee Journal Sentinel*. This ultimately served to open the doors of communication, and we continue to look for stories and angles that would be of interest to this audience. Currently, we are working to place news of our two Reading Rainbow award winners with *North Shore NOW* and the *Catholic Herald*. Will keep everyone posted.

- Policy (Trish Ognar)
  - We discussed the draft Tuition Refund Policy, which follows:

### **Tuition Refund Policy**

Because the school's investment in staffing and instructional resources is determined by enrollment commitments, families who withdraw their child(ren) from St. Robert School after registration will be held to the following financial obligations: New and current students who withdraw their registration from St. Robert School before July 1st will not be responsible for tuition for the upcoming school year. Students withdrawing after July 1st, but prior to the first day of school will be released from their tuition commitment beyond the first quarter. Students withdrawing before November 1st will be released from their tuition commitment beyond the first semester. Students withdrawing after Nov.1st will be responsible for tuition for the full school year. Fees paid at the time of registration will not be reimbursed under any circumstances.

Broken down-

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**Need to define the term “withdraw”.**

7. Discussion: Accreditation - Brainstorm Standard 5
8. Discussion: How long should the school office be “open”?
  - School office is open from 7:30am until 3:30pm. It is agreed by the Board that the office hours are appropriate.

9. Discussion: SAB recommendation of only 25% school parents on SAB.
  - Discussed. Not practical.
10. Monthly SAB Update to Parents will focus on Technology.

Dismissed at 9:36pm