



Lay Advisory Board Meeting Minutes – May 12, 2020

In attendance:

Board Members

Tom McGuire, Principal
Eric Reich, President
Mike Klein
Anita McMahon
Kevin Morris
Jamie Mulholland

Administration

Felicia Niven, Director of Communications
Rich Johnson, Business Manager

Guests

Steve Hartsough, Incoming Member
Kevin Mitchell, Incoming Member

A. Call to order/Opening Prayer

The meeting was called to order at 5:05. Tom led all in the recitation of “A Board Member’s Prayer.”

B. Approval of Minutes

- i. Regular meeting, April 7, 2020
- ii. Special meeting, April 23, 2020

A motion was made to approve both sets of meeting minutes by Mike Klein, seconded by Kevin Morris. All in favor. Minutes approved.

C. Administration and committee reports

- i. Principal’s report

Videos

Tom is working on a video segment to be produced relative to student center learning reflecting blended learning (something that was a part of curriculum before the coronavirus closure) and distance learning. The emphasis is that, in both concepts, we

are centered on students. Teachers, including our blended learning facilitator, are providing input on same.

Website

We continue to look for opportunities to enhance the website, and it would appear that a larger update is in order. Tom has been researching other school sites to see what we might integrate in terms of design and technical enhancements. Felicia added that their research covered:

- Easy, basic navigation
- Video/movement on initial impact and “deep dives” on things like teacher interviews, student interviews, extracurricular activities, and sports.

Felicia relayed that the web platform, “School Messenger,” part of Intrato interactive services, is under contract until December. The cost is approximately/just over \$1,000 per the year for hosting. Design change fees apply as requested.

It was discussed what the best steps may be to proceed. It was decided that, while the Marketing/Communications committee could manage this, perhaps a smaller, more focused group is best to start the process. Kevin Mitchell, Kevin Morris and Jamie Mulholland will convene a meeting with Felicia at a later date.

Virtual End of Year Events

Tom and Felicia reported that they are working on a number of initiatives as we head to the close of the school year, including graduation. They will collaborate with the 8th grade teachers to explore options, and possibly have one of the pastors livestream the event.

ii. Finance report

1. School report

Rich reported that the month of April was recently closed out; as of April 30th, our current income/expense report has the school approximately \$25k in the black for the month, \$10k YTD. An additional \$22k in tuition was collected this month due to a handful of families catching up from prior months’ payments. Only 2 families currently carry past due tuition balances, which total just under \$4k.

2. Other funding sources

The school received a \$52,500 PPP loan received on May 8th to cover the last two payroll months of the school year (May and June). Tom relayed that this was a welcome circumstance, as the school may otherwise have been faced with the decision to furlough employees. He also relayed that, through the CARES Act, the school will apply for several grants that would either offset any negative future impact or get us off to an even better start for the next school year.

Kevin Mitchell shared some concerns from Pre-K families on tuition payments during the school closure. While they recognize that there is still a presence by the teachers, these students are not as engaged in distance learning as older students. The families are, therefore, now paying for both school and daycare.

The group discussed a number of things related to this: students do get instruction; teachers are carrying out lesson plans and assignments, just as their counterparts in higher grades; parents still have access to RenWeb, curricula, etc.; however it is largely the parents who need to steer the learning. Tom pointed out that parents facing a financial strain could certainly disenroll and would be welcomed back at any time, however, the lack of registrations would then affect the 2020-2021 budget.

Several board members put forth the possibility of some type of credit that would flow into the next academic year. This would incentivize the parents to keep their children enrolled and at the same time make their distance learning contributions feel valued, not to mention be an incredible “thank you” gesture on the part of the school to reflect the impact of the closure on families of all grades, not just PreK.

It was determined that comping families on the technology fee for 2020-2021 would be an appropriate gesture, considering that families have been using their own technology during distance learning. Tom relayed his support of such a gesture of positivity and extending something to every family. He will discuss this with the pastors.

iii. Registration report

Presently, we have 127 students registered for 2020-2021 in K-8, 15 in PreK, or a total of 142. This reflects approximately 34 students from Cape Trinity Catholic School, and an additional 16 have inquired but have not yet completed the registration process. The enrollment projection for BMRCs for academic year 2020-2021 is 174 students.

iv. PATH report

Tom reported that PATH's fundraising this year, coupled with the assessment fees, allowed them to exceed their goal for the year, resulting in an overall fundraising total of just under \$69k, approximately \$4300 higher than their budgeted goal. Tom will be meeting with the PATH board to begin planning for next year.

v. Committee reports:

1. Communications

Felicia reported that the school's social media outreach is very active with great material being submitted by all and the school's presence steadily growing. Facebook advertising is also being utilized with some engagement. Ad promotional themes include distance learning, tuition assistance, a focus on Catholic education being more affordable than thought, and targeted messages to the Spanish community.

Future non-paid campaigns coming up include the 8th grade tributes discussed at our previous meeting.

2. Personnel/Staffing

Tom – relayed that while he cannot make any official announcements at this time, he will soon report on staffing for the 2020-2021 year and any teachers who will not be returning. He noted that there will likely be pastoral changes as well in that report.

vi. Suggestion box

[no report]

D. Old Business

i. School uniforms

The virtual “Coffee with the Principal” on uniforms was lightly attended, and nothing definitive came out of that in terms of suggestions or changes. While a schoolwide survey was discussed as a follow up, it was agreed that, with everything going on at this time, we will not make any additions or changes to the school uniform.

E. New Business

i. Annual reorganization:

1. Slate of board members, officers for 2020-2021

Jamie referenced the proposed 2020-2021 slate of board members and officers for 2020-2021, distributed to all prior to the meeting. Anita made a motion to approve, seconded by Kevin Morris. All in favor. Slate approved.

2. Changes to by-laws

Jamie referenced the proposed changes to the by-laws, distributed to all prior to the meeting. Jamie made a motion to approve, seconded by Mike Klein. All in favor. Changes adopted.

3. Athletics/activities for 2020-2021

Kevin Morris proposed that we begin thinking about innovative activities for the next school year that are in socially distant friendly: surfing, golf, etc. Moving in this direction would set us apart in the eyes of parents looking for something like this. All will consider this.

F. Determination of Next Meeting

The next meeting of the board will take place June 9, 2020 at 5pm.

G. Adjournment

A motion was made to adjourn by Eric, seconded by Jamie. All in favor. The meeting adjourned at 6:34.