

Lay Advisory Board Meeting Minutes  
April 23, 2020

This special meeting was held to discuss the announcement from April 17<sup>th</sup> that Cape Trinity and Wildwood Catholic will close at the end of the school year.

This meeting was called to order at 5:02 P.M.

In attendance:

Tom McGuire, Principal  
Felicia Niven, Director of Communications  
Rich Johnson, Business Manager

Lay Advisory Board:

Eric Reich, President  
Mike Klein  
Anita McMahan  
Kevin Morris  
Jamie Mulholland

Guests:

Dave Dempsey, Bishop McHugh School Ambassador  
Steve Hartsough, Lay Advisory Board Incoming Member  
Kevin Mitchell, Lay Advisory Board Incoming Member

I. Opening Prayer

Tom led all in the recitation of "A Board Member's Prayer."

II. Registrations of new students for 2020-2021

Eric recounted the shock for many that came with the closure announcement. As some families have already reached out to Bishop McHugh to continue their education in a Catholic institution, we should be ready to be good ambassadors and mentor new families while being sensitive to the shock imparted by the news.

Tom mentioned that 35 families from Cape Trinity (a total of 50 students) have contacted Bishop McHugh. Of those students, 32 have completed the registration forms; 16 have completed the entire registration process. Pursuant to the current and future outreach of these families, Tom, Felicia and Rich have been working on all aspects of recruitment/tour materials and related business matters.

Outside of the Cape Trinity families, there have also been 19 other inquiries for PreK-8 students for next year; 4 of which have enrolled.

Within the current student population, 98 students have reenrolled for next year. At this time last year, 100 had reenrolled. However, as 21 students will graduate from 8<sup>th</sup> grade, that presents a larger than normal gap to be filled in. Dave Dempsey questioned how that gap will impact overall attrition.

Tom explained that, to offset the 8<sup>th</sup> grade graduating class, the school would need to fill in 27 students between Kindergarten and 8<sup>th</sup> grade. Currently, out of 19 pre-K students that could qualify for Kindergarten, 13 have enrolled. Overall, 24% have not reregistered. Tom has identified some families that are moving and/or not reenrolling for various reasons. He continued that, based on the true attrition number that remains to be seen, two different budget scenarios will play out, which would affect staffing, facilities and operations.

Kevin Mitchell queried how we would be impacted if the Cape Trinity/WWC “save the school” efforts are successful, to which Rich answered that that is basically what it’s going to come down to: whether the Cape Trinity students transition or not. Tom offered that things will play out rather quickly – within the next 2-3 weeks, at which time we will finalize the budget.

### III. Establishment of ambassadors

Tom shared that Dave, Mike, Anita and Eric all offered to assist this week as parent ambassadors, offering virtual tours and meetings. Parent ambassadors are an asset to the registration process, connecting with prospective families and answering their questions on a personal level before the family connects with administration on the more business-related/financial aspects of “signing up.”

The ambassadors all relayed that, for the most part, new families are embracing the process and expressing an interest in getting involved on volunteer levels in the new school year.

Eric suggested that adding parent mentors may be something we want to consider on an ongoing basis, offering families a friendly transition beyond registration. The idea of a mentor subcommittee was discussed, as was the fact that Bishop McHugh families already tend to naturally connect with new student families to serve as a resource. Events like the back-to-school social also go a long way in forging these connections. It was also discussed that perhaps families will be assigned a Lay Advisory Board member as a mentor. Several ideas and events were discussed; we will continue to explore this idea as more families come on board.

### IV. Busing challenges

Rich has reached out to several different bus companies to obtain pricing and logistics for bringing in new students from the areas served by Cape Trinity. The pandemic is making connecting difficult, but he’ll continue to work on this. All agreed that establishing this will be a key benefit for recruitment.

### V. Communication/Advancement Planning

Felicia is working on ideas to acclimate the families and children before coming on campus, possibly while the teachers are still working this year. She will continue to develop this plan.

### VI. Open Discussion/New Business

Kevin Morris initiated a discussion on how there may be a trend of people leaving larger metropolitan areas after the pandemic to live in smaller communities, like the ones that serve Bishop McHugh. We may want to keep an eye on the demographics in our area for that possible influx. Any recruitment planning should also consider that, as we have a lot to offer as a private school.

VII. Next Meeting

The next regular LAB meeting will be on:  
Tuesday, May 12, 2020 at 5:00 P.M.

VIII. Adjournment

Anita made a motion to adjourn, seconded by Kevin Morris. All in favor. The meeting adjourned at 6:22 P.M.