

Lay Advisory Board Meeting Minutes
March 9, 2020

The meeting was called to order at 5:11 P.M.

In attendance:

Tom McGuire, Mike Klein, Kevin Morris, Jamie Mulholland

I. Opening Prayer

II. Suggestion Box
[None]

III. Old Business

a. Approval of Minutes

A motion was made to approve the previous meeting's minutes by Jamie Mulholland, seconded by Kevin Morris. All in favor. Minutes approved.

b. Election of Secretary

A discussion on naming someone to officially fill the role of Secretary expanded into the discussion of group members, term limits, and officer roles. The by-laws permit reappointing a board member whose term has expired, but officers need to rotate annually.

The question of whether Steve Hartsough is officially joining was not able to be addressed; Tom will follow up with Eric Reich.

Ideally, we add 1-2 more members beyond Steve. It was agreed that the last Strategic Planning Committee meeting held a great number of promising individuals who would be productive contributors to this group. One attendee in particular, Kevin Mitchell, was discussed. Tom will reach out to him after today to ask if he is interested in joining.

In anticipation of the May reorganization meeting we'll need to identify who will fill which roles. Jamie will ensure any by law changes for voting by the board members will be brought to the May meeting.

c. Principal's and Communications Report

1. Flynn & O'Hara

After the previous meeting, Tom followed up with Flynn & O'Hara for a sample of a tie to add to the girls' uniforms. A few thoughts on this particular item were offered, such as doing a Survey Monkey among the families for their thoughts and discussing the addition of the tie (either the sample presented, or one that matches the boys' uniforms) at the uniform-themed 'Coffee with the Principal' on March 20th.

This led to a discussion on whether the full uniforms should be revisited, as Wildwood Catholic is revisiting theirs, and many schools are downgrading

from the “plaids and ties” to more casual concepts (such as a golf shirt/khaki approach year-round). However, it was also discussed that the uniform is a strong part of our identity, as it represents discipline, professionalism, and an adherence to the longtime tradition of Catholic schools.

It was agreed that Tom would “take the temperature” of parents at the next coffee, then a schoolwide survey executed.

Regardless of the decision on the parts of the uniform, it was agreed that, in addition to having one, it is important for all students to adhere to the proper elements of it. Whereas Sr. Rosemary used to personally police this, we may need to work together and bring all teachers and staff in on reminding students of the policy.

2. Timothy Fleming

Tom followed up with Timothy Fleming, a possible property photographer, to secure drone aerial footage for the school’s website. It was agreed that video is a very dynamic element to websites today and something we may want to consider. Kevin will connect Tom with a local production company who might be able to do the aerial photography as well as other videos for the website.

3. Strategic Planning Update

- a. Feb. 10th and 27th: Two sessions have been held to date. The first one was lightly attended, then approximately a dozen people showed up to the second one. At both, participants worked to determine where we are strong and weak, and where there are opportunities and challenges for the school. In the second session, it was intended that people would move into subgroups based on the bishop’s pillars of Catholic education. However, the discussion was very productive with all attendees discussing issues as a full group.
- b. Committee Meetings: The areas discussed were Marketing/Communications, Governance and Leadership, Programs, Catholic Identity, and Operational Vitality. The goal is to come up with where we see ourselves in 2025, action steps to get there, and benchmarks to measure our progress. Moving on from here, we will switch our efforts from the SWOT analysis to actual committee work

IV. New Business

- a. Marketing and Communications Committee: The first committee meeting is scheduled for March 16th; this should give us insight into the next steps related to the website and other communications activities. We’ll delve more deeply into marketing and social media. There is a lot of external talent in this group that can be tapped into. We’re going in the right direction; it’s all very positive.

- b. Attendance-based Awards: Referencing recent communications to the board from Tom regarding the coronavirus health issue, he and the teachers have begun crafting a plan to have distance learning in place in the event of a public health school closure. Without that plan in place, days can be counted against our calendar year. With such a plan, online learning can be launched immediately. However, the attendance piece is separate, since there are a number of students gearing for perfect attendance awards. This would, in essence, be construed as “e-learning.” Prior to any closure, the question is: is it a concern that students will come to school sick, aiming for perfect attendance? If so, should we suspend the award around this? The group unanimously agreed that suspending the award was an appropriate step.

V. Next Steps

[None beyond what is identified above.]

VI. Determination of Next Meeting

The next two meetings will be on:
Tuesday, April 7, 2020 at 5:00 P.M., and
Tuesday, May 12, 2020 at 5:00 P.M.

VII. Adjournment

Jamie made a motion to adjourn, seconded by Mike. All in favor. The meeting adjourned at 6:37 P.M.