

STA School Commission Meeting, January 11, 2017, First Meeting of the Year Minutes:

In attendance:

Chip

Cara

Aaron

Jill

Sheila

Eileen

Megan

Andrew

Susan via phone

Vicente

Miranda (Student rep)

Meeting called to order at 7:06, with quorum and a prayer

Dear lord, thanks for getting all of us together tonight on the very important mission. Small people bi---political commentary—amen

Cara's report

School anniversary—75<sup>th</sup> this spring! Committee to do something in celebration? Oh, wow, this is happening. Give 75\$ from alumni? Come up with a plan? Get alumni together? Party and social Do something, form a committee, but this isn't that. Get lots of alumni involved. Fundraise too Who's on this committee?

Aaron, Jill, Sheila, etc?

Moving on:

Enrollment:

30 for K. Only 4 are siblings!

30 is high. Last year this time it was ~25 and 16 were sibs. People aren't counted until they pay.

Deadline is non, its seats closed. Other outreach? Come try first grade—follow up? Reenroll packets go out in Jan. Call them then?

Attrition in upper grades? No idea yet. Somewhat stabilized.

Are our mentor families working? Improving. New person in the roll. Better out reach. New

parent orientation, called all new families. Talked. Offered an open line to answer questions.

Only 3 wanted to talk, long. But everyone else was happy to have the call. Some folks need lots.

Most don't. Just call, not a heavy lift. They will be reached.

Registration and first months tuition are non refundable. Significant deposit to dissuade running away. Will folks in the upper grades go? Like to jr high?

SGO we need ~\$4000 more to close the gap. By march 31. Can PTA cover the gap with teacher's longue surplus?

We gotta get way out in front of this for next year. This tax credit is huge. And we should aim for July-Dec to fill the opportunities. We should be able to match this. We're missing the ball here. If everyone knew about this, they would do this.

Folks are giving pretty steady. But we need to increase this. Aim for grandparents day  
Get a packet for them. Frame an ask as a thank you

School letter grade. We're a B. Filing an appeal. Could move? We have to figure this out to cover our teachers. We're really an A school. IHM Got a B. Susan: these are so controversial statewide. Won't be perfect going forward. If you don't know it's an issue, A vs. B, and the only ref point. Also, A → B is kind of a talking point against us...

ISTEP

Our total, who passed both: 74%, three point drop. We're well about statewide ( 52%)  
5<sup>th</sup> out nine north denary. Look up who didn't pass either.  
We outscored public schools in those areas.

Sheila's thing:

Tiger Times: Art themed

Sara Weber-Gallo is the alum. Add Class notes for fun updates. Not a terrile undertaking. Main struggle is class notes and trying to tap into alumni. Click rate on electronic: 55-60 percent. Very high. Batch of emails headed to spam folders. Next is Feb. Get those out of Spam.

We need to ask alumni to support us. That's how we make this sustainable. Currently paid for by marketing budget. Figure out how we do it, how much, when? Also email, how do we get an ActBlue style click to donate here. Ours to decide: What to ask for? Financial aid and resource? Tech or schools discretion? School boiler? How much? Going forward we have to fundraise in every mailing. General fund? Easy simple ask.

Marketing report:

Signs arrive tomorrow. Big Sign. 12x12 on the brickness. On IL or 46, "This has a school, it has great stuff" Regular meetings of marketing committee, got the core folks. Specific goals on community outreach. Monthly meetings. Meet less do more.

Social media is great. Good Job Aaron. Everyone please invite folks t like the page.

Chip and Vicente swapping. Grand poobah.

PTA:

Hope the teachers like the renovation of the teacher's lounge... they do! Really nice floors. Hip proof. Just magnificent. Steve Foster kicked ass.

Debbie Downer's Report (Finance)

Budget vs actual for the school, no accounts redflagged. On budget. Some accounts we've spent more, but that's timing... SGO is the one we can raise for

Find someone to help with the budget

Tech committee has money... Pay for?? Shortfall...? Can they cover it. Not on SGO but somewhere

Introductions to Miranda.