



SCHOOL ADVISORY COUNCIL

Minutes: Thursday, September 23, 2021

Attendees:

Angie Baldwin, Christina Booker, Jeff Hoke, Tom Nowak, Tara Powell, Jeanne Rickert, Joseph Weber, Kevin Yu, Pamela Steinkirchner, Greg Michniak, Sarah Peralta, Debbie Reed, Fr. Marco Rangel, Fr. Roshan Fernandes, Fr. Ricardo, Seminarian William Mobley. Absent: David Cowen, Mike Zeleski.

Opening Prayer: Fr. Marco

Minutes: The August 2021 meeting minutes were approved.

Pastor's Report:

- A warm welcome to Seminarian William Mobley, and ex-officio members Fr. Roshan and Fr. Ricardo.
- 'Gather the Flock' festival planned for Oct 9, 2021 with 4:30pm bilingual mass then 5pm-9pm festival outdoors.
- Mike Z is doing better health-wise; great to hear this!
- Working on church livestream booth, and general repairs continue.
- This weekend, on Sept 26, we celebrate Priesthood Sunday. We thank all our priests for their selfless service.

Principal's Report:

- Ann Bernard has the full-time school nurse position.
- Renweb emergency text notification is enabled.
- Towards interest in offering parent education to promote community and get parents together, Chris Rebuck, the president of Bishop Lynch, offers sessions on "The Value of the Catholic Education" and "Funding Catholic Education" including 529 plans that cover elementary, middle and high school tuition. Pam will schedule.
- Ensure all volunteers, including SAC council members, are Safe-Environment trained. It requires yearly renewal.
- Watchdogs will ramp up starting October 4.
- St. Mark Auction prizes from 2019, 2020 will be fulfilled Oct 7 & 8; 'teacher for a day' and class parties.
- **The school is celebrating 40 years in 2022** (since 1982)! Congrats and this is a great marketing opportunity.
- Bishop Burns meeting for principals on Covid-19. Diocesan assistant superintendent is touring the campus 9/23.
- Face mask policy
- Discussed employee discount for tuition, extending from school staff to parish staff. Recommended to write up policy for full time employees, for school and parish staff members who are parent or guardian of student(s).

President's Report: Jeff emphasized that BL President, Chris Rebuck, is a great speaker.

Enrollment Report:

- Enrollment up from start of school year. This exceeds revised May 2021 budget and is an increase over last year.
- Towards student retention, Pam will ask SAC to reach out to new families to touch base 3x year.

Marketing Report:

- ABC and NBC covered the 9/7/21 assembly with Tom Scott, 2020 Olympian and St. Mark alumni class of 2004.
- Greg's daughter Savanna is marketing intern 2 days/week and a big help.
- 2021 North Texas Giving day is 9/23/21. Watch social media for updates.
- Tours are evolving to families looking at next year and beyond.
- Debbie Reed has researched and collected information on website redesign research.
 - Options: media consulting, website, newsletter building, integration of systems. Interactive Schools is an option. Ursuline/Jesuit use Finals site. It can take ~1 year to see results.
 - St. Mark currently uses Renweb, Constant Contact, e-Catholic, Hootsuite.
 - Diocese of Dallas is offering marketing services for a fee. Debbie is waiting to get this price point.
 - Discussed putting marketing need with goal into annual auction survey to parents.
- Collin Creek development opportunities: Tom reported that groundbreaking is 9/24/21 on townhomes along Alma Drive. Up to 2600 apartments. Not sure how many school-age students to expect. No city money for school interests since school does not pay taxes. Power lines require special cooling so unlikely to bury them. Developer will coat Alma Drive with blacktop after. Construction traffic should use southern entrance/Plano Parkway. There will be 2 traffic lights added at Meadowbrook and Janwood. Plano rep is open to talk to school staff and parents on the plans. Jeanne will reach out to builders to get St. Mark info into prospective buyer's packets

Financial Report:

- Committee will setup separate meetings to review investment balances, capital campaign opportunities.
- Discussed combined school and parish capital campaign for roof and HVAC replacement, and possible grant request to Catholic Foundation.
- Annette manages the EANS grant for Covid-related items, in round 1 region 10 state Government money. Preparing for expanded round 2 request. Items purchased become property of the state June 2023.
- Audit was held and procedures reviewed; recommendation to reconcile the FACTS deposit account against timing differences.

Technology Report:

- Prior 5-year plan (2018-2022) from Mrs. Opon will be routed for review. Recommend sub-committee to draft new proposal for next 5-year plan. Loop in Hollenbeck, Kyle, Sedge, Samples, Salvia, Steve/QHT. Teachers now have laptops with docking stations. Add need to return pc's purchased w/EANS grant by June 2023.

Facilities Report:

- Roof/HVAC needing repair/replacement: See financial note about potential funding for this. Discussed a pitched roof to modernize the look of the building. That may not be feasible, but façade improvement could be. Kevin advises it should be one cohesive plan to address both roof and HVAC, and there are less expensive options like membrane covering. More research is needed.
- Pam handed out SAC Focus points. See attached **HANDOUT**.

Closing Prayer: Fr. Marco

Adjournment:

- **Next Meeting: Thursday October 28, 2021 7:30am**