



CHRIST THE KING
CATHOLIC SCHOOL

Christ the King - Educational Steering Board (ESB)
Meeting Minutes – October 19, 2021

Attendance:

CTK Leadership - Father Pietramale (Pastor), Chris Segrell (Principal), Jeanne Stover (Assistant Principal)

ESB members - Mary Carnazzo (President), Michele Bogard (Secretary), Casey Beran, Dan Douglas, Mark Dahir, Kerri Kubat, Jason Love, Tom McGill, Dominic Vaccaro (Vice President), Becky VandenBosch

Guests: Katie Grosshans

1. Opening Prayer (Fr. Pietramale)
2. Review / Approval of Minutes
 - a. Motion: Casey Beran; Second: Kerri Kubat; Approved
3. Pastor's Report
 - a. Parish is doing well
 - b. Have borrowed \$200K to pay bills, including salaries. Some are carryover from last year.
 - c. How can we get school families at Mass more? Suggestions: a) Children's readings and activities
b) Sports teams to come to Mass together with their families
 - d. Encourage the Archbishop's appeal (last year's participation was 18% and now encouraging 23% participation).
 - e. Trying to clean up parishioner database within the office. 1200 families on roster. 800 receive envelopes; 600 contribute to the parish.
 - f. Next month we'll discuss the annual report. Will need to increase the corpus of the School Ed Trust to assist with funding.
4. Principal's Report (Submitted in advance; Additional updates below)
 - a. Novena for Lizzy Swoboda started today at the school.
 - b. Substitutes are a consistent issue; there are none to be had. Entire staff is covering duties and helping out. Requirement: NE sub certificate and/or NE teacher certificate. Pay is on par with other institutions. Discussion - Consider advertising in the Bulletin, and sending note to Parents in School News.
5. Committee Reports / Old Business
 - a. Archdiocese is looking at diversity and inclusion efforts, and they have not yet provided update on the topic. So, Board discussion on topic will await guidance from Archdiocese..
6. New Business/Committee Reports
 - a. Marketing and enrollment efforts

- i. Last year's effort were exceptional
- ii. Nic Prenger and Carolyn Sutton are heading up subcommittee (report submitted; highlights below)
 - 1. Last year: created a marketing landing page; digital ads sent to target area surrounding school; 3200 people from ads clicked to website (paused 10/1).
 - 2. Updates to tours; parent ambassadors
- iii. Biggest change from administration perspective are tours which result in a positive success rate. Word of mouth is the biggest connection, but need to expand efforts.
 - 1. Some school models have a one rate tuition fee. Consider hosting a community program day, that kids are invited to and then we advertise to those families (give-a-ways and informational materials included).
- iv. Teachers are benchmarking to other programs in the area.
- v. Catholic Schools week is a great time to host an open house.
- vi. Please follow Insta, Facebook, Twitter and RT!
- vii. Marketing committee - consider a standing committee – reporting to Father?
 - 1. Board currently has three standing committees: budget/curriculum, clubs and nominating
- viii. Long term efforts - possible capital campaign
 - 1. Parish will be hiring a group to look at deferred maintenance and planning for an capital/endowment campaign (~\$8M)
 - 2. The Visioning Committee work laid a foundation
- ix. Marketing Committee Next steps: Dan/Carolyn/Nic meeting with Father, Chris and Jeanne along with Katie/Parent Club to strategize.
 - 1. Assess other family and ESB involvement; develop plan; solicit funding/programming efforts

7. Parent Comments/Questions

- a. Parents are concerned with confirmation prep. Kids and parents are unsure of what is expected of them. Communication and role clarity is needed. 8th grade parents to discuss with Fr. Pietramale.
- b. Is Love Ed coming back? Father to review.

8. Closing prayer (Fr. Pietramale); and the meeting adjourned.

Respectfully submitted by Michele Bogard, Secretary