

Queen of the Rosary School Board

April 11, 2023

Attending: Kathy McGinn, Father Dan Folwaczny, RJ Gomez (late), Robyn Axberg, Dana Arciniegas, Shane Boyle, Peter Meister, Cheri Cage, Brian Foley, Tim Francl.

Absent: Kari Gbur, Peter Kokenes

Guests: None

Time: 7:02 p.m.

Welcome

- Opening Prayer (Gospel Reading) – Fr. Dan

Approval of Minutes

- Minutes from February 14, 2023 meeting were approved unanimously.

Administrator's Summary Report (Ms. McGinn)

- See attached report
- Enrollment is down – especially preschool.
 - o Not getting calls like before. It is reduced – wondering if demographics changes (fewer kids overall). Brian to pull demographics (by year) to see if demographics are different.
 - o Competition: Have Bright Horizons, Kinder Care, Kiddie College and Hattendorf.
 - o Wondering if folks are starting preschool later (fewer 3 year olds keeping them home). Moved sign to front (a little faded).
- Possible Immediate Action Items for enrollment:
 - o Maybe another open house or outdoor play group.
 - o Remind folks of referral bonus -- \$500 discount.
 - o FB group posting (EG, etc).
- Future considerations:
 - o Consider exit survey (or interview) for anyone who does not re-enroll. Try an anonymous survey to get real thoughts. Consider an incentive to complete surveys.
 - o We used to send e-mails from board members (but have fallen off) including annual feedback. [Work on financial aid and scholarships availability.]
 - o Also, some families need year-round coverage (another school promoted that).
 - o Some competition with dual language programs.
 - o Exposure of school via groups coming in (ie; karate demonstration).
 - o Best to get families to come and promote. Promote our own fall fest.
 - o Do event (ie: weekly) catering to young (ie: storytime), etc. Weekly children's liturgy on the weekend (builds via relationships).
- Lots of discussion. Probably can't get back to former attendance levels, but need to focus on realistic goals. Maybe building niche. Cultural shifts, maybe need to rethink what appeals to families. Community identity – how do we tell? Focus on engagement generally – attending masses and also getting them back to school. How do we show off the school – consider youth group participation... maybe combine youth group and school events. Youth minister gets to know kids (do lunch duty and bond). Fluidity into high school. Consider issues that lead to stressors and anxiety --- do we deal with that in emotional / mental learning. Some concern among families that school may be in danger. Similar concerns have been circulating for a long time, but with Renew My Church and covid, it's gotten worse.
- Tuition Collection: Not too bad. One family pays at end of month.

Marketing (Shane)

- Kickoff meeting – Lots to cover. 8 people attended. Lots of brainstorming / getting folks together.
- Working on engagement and recruitment.
- Next steps from Marketing Committee:
 - Waiting on feedback. Need to narrow focus a bit. Looking for some concrete goals and focus.
 - Working to get back to Itasca Memorial Day parade (easy and fun marketing).
 - Shane to set next meeting: set by end of April.
- Track-a-Thon coming – May 19. RJ to D.J. Has committee: lots of 7th grade parents – but also have younger kids in the school. Good participation / volunteering. Model: co-chair to take over for next year).

Gala & Parent Club Update (Dana)

- See final numbers from Ms. McGinn's report \$45K profit (\$24K without tuition). Similar to prior year levels.
- Consider changing format. Had more people but less participation in fundraising. Consider whether to revamp. Is there an issue with reward for the input time. Costs are more of an issue. Could go more expensive and more upscale or split into separate events.
- Potential transition of gala leadership: Consider Chrissy LaPenna, Jenny Smith, and Laurie Oddo.

Mission Effectiveness: (Robyn, Peter)

- Easter Egg Hunt –.
 - Successful event, some lessons learned.
- FMSC (feed my starving children) – 6 families that were all new to FMSC.

Finance (Tim)

- Not much has changed. Some confusion about how much money there was / is.
- Have new bookkeeper.
- Would be good to see financials monthly so we're not caught flat footed for tuition discussions.

Boosters (Cheri)

- See attached Report
- Waiting on volleyball report.
- Friday adult volleyball date (or maybe reschedule) – September and before holidays.

Chairperson Report (RJ)

- See separate volunteer opportunities – parish bingo tent. Looking for volunteers. Meeting on 4/17 (at Shea Hall). Separately Eucharistic Revival (Chris Nagle). That's April 13.
- Board Recruitment: Finalize number of open spots. Robyn to send around materials to circulate next week.
- Newsletter: One more before end of year (Robyn and Cheri)
- June 9 (or move to 16th) – bingo night (very close to the version in the parish picnic). Easy add on to the parish picnic. Not looking to make a profit as fundraiser, but want to be sure we break even. Back into necessary amounts to charge. Convert to BYOB event. Plus charge for drinks (sodas and waters).

Pastor Comments (Fr. Dan)

- Thanks to all for helping with Easter celebrations. Talk about Collin's Good Friday woes (passed out while acting as an altar server). Lots of good participation in holy week celebration. 10K people at 10:15 mass. Overflow in Shea Hall at SJE. Hard to plan.
- Hired a new parish bookkeeper.
- Lots of events coming up in May.
- Encourage feedback to father regarding Easter celebrations or anything else. Easy to get on Fr. Dan's calendar. More productive than anonymous letters.
- Parish sponsorship of EGV hometown parade (and can get sponsorship to pay \$\$). Not sure if school is included.
- Great turnout of fathers at St. Joseph event. Some of the kids were so excited. Another one with

moms to come (May).

Final Thoughts – for discussion next time

- Discuss outdated banner in gym [maybe in Fall]. Consider a specific purpose.
- Board Recruiting – Maybe Jenny Smith (consider others)
- Itasca memorial day parade

Closing Prayer – Fr. Dan.

Adjourn – 9:33

Next meeting: June 13