



School Board Meeting

May 2018

School Board Members Present: Dana Menendez, Jennifer Nolan, Anne-Marie Cronin, Lauren Giroux, Christi Kluzak, Lori Steiner, Christopher Johanneson, Matt Smilak, Luis Rodea

Others Present: Wayne Klein, Lori Cadden, Michelle Yacullo, Paul Weinewuth, Jim McSherry

Ex-officio Members Present: Fr. Paul Hottinger

Melissa Santos, Patty Bajek, Diane Huber, Katie Coglianesse, Marlon Lutfiyya

Minutes

April 17, 2018 School Board Minutes were previously approved as submitted and affirmed through Google Doc final voting process.

Pastor Report – Father Paul

- No report

Voting Committee Reports

Finance:

- No change in tuition and fees for the 2018-2019 school year. This is the second year in a row we are maintaining the same fee structure. Saint Peter and Paul is currently at \$5,000 tuition, so there is only a \$835 difference between our two schools.
- DDA Paddle Raise Money: \$45,000 raised. Will be used to continue to improve our infrastructure, upgrade smart boards in classrooms and buy teacher new lap tops for their rooms.

Enrollment/Marketing:

1. Open House BBQ was held on May 9, 2018

- This was designed as a more informal event for families totally new to ASCA, families who have recently toured, families who have already registered, as well as current families.
- Many new parents were tapped to help; feedback very positive. All staff was present, with preschool readiness screening taking place in the Growing Saints Early Childhood Academy, and a 'What to Expect in Junior High' taking place in the gym. K-5 teachers were in their classrooms.
- We ended up having a nice, steady flow of people come through the school. 13 families visited the preschool on this evening. Two families attended who had not contacted us previously, with one meeting with us this week; and the other shadowing tomorrow.

- Marketing the event took place in a number of ways – flyers/brochures targeting neighborhoods near ASCA, and other neighborhoods that meet our demographic targets, solicitation of school families to ‘share’ on social media, or post flyer about event in a public place, our sponsoring and supporting parish bulletins, our website, a Naperville Moms Network Facebook post, and targeted Facebook ads.

2. Preschool Preview / Try it Out Day

- This event will be held at ASCA on Friday, May 18 from 9 -11 am. The event is aimed at families who have not yet made a decision about preschool for their student. Staff, administration, and current school parents will be helping to present an informational and entertaining program.

3. ASCA Website

- One of our committee members with web site experience has been reviewing our web site. We will be meeting with our webmaster after the end of the school year for a comprehensive review, with updates to take place over the summer.

4. Social Media and furthering the ASCA Brand and Value Proposition

- Facebook Marketing to enhance visibility
- In need of new/updated testimonials on our web site and also on school review web sites.

5. Next Year Enrollment Update

- Over the past 2 weeks: 10 tours have been conducted; 3 drop ins for information; 12 shadows.
- After tuition and fees are approved, we will be rolling over FACTS accounts, re-enrolling current families, loading tuition and billing for 2018-2019 student fees.

Catholic Identity

No report.

Facilities

No report

Social will be Tuesday, June 5, 2018 at 7:00 p.m.
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