

**Advisory Council Meeting Agenda**  
May 8, 2019 (7:00 am)

Present: David Smith, Peter Foglesong, Donna Brodowski, George Wilkerson, Nana Boakye, Andrea Jones

**Order of meeting:**

1. Meeting was called to order at 7:07 with an opening prayer by David
2. Minutes from March 2019 meeting was approved and can be posted.
3. Advisory Council Business.

**A. Finance Sub-Committee Report**

Committee members briefly summarized the school's financial status attached herein

**B. Mission Effectiveness Sub-Committee Report**

Mr. Wilkerson and David pointed out the need to revise the schools mission statement and vision. It was agreed that, it was advisable to do so after the school's strategic plan had been developed. This in a way will determine what our mission statement should be

**C. Facilities Sub-Committee Report**

Mr. Wilkerson provided a quick update on development of a maintenance schedule for the school. Peter mentioned his father in law is willing to come to the school and help with developing a maintenance plan and possibly do some of the work. The council asked Peter to check with him to see if he is still willing to help out.

**1. Planned facility upgrades:**

Committee members were absent but below is a detailed discussion of what had been planned.

Currently the school is on track to paint during the summer. A concrete date is yet to be set because of extra activities scheduled after the school year, but Mr. Wilkerson will notify us once everything has been finalized.

Mr. Wilkerson is attempting to get the diocese facilities representative to visit the school to set up a monthly checklist and do an inspection to prioritize.

**2. Status of Current / Future Projects:**

No current definitive timeline has been established and Mr. Wilkerson will advise as service dates are set

**3. Concerns:**

Time frames are too far out and undefined therefore leading to limited resources and personnel.

#### **4. Actions by Sub-Committee:**

Peter suggested Melanie's dad is a facility's guy and can come in to have a walk through and give an opinion.

#### **D. Technology Sub-Committee Report (10 Min)**

Peter F. pointed out that one of the two servers the school was receiving as a gift was on its way to the school at the time of typing this report 5.8.2019 as replacement for the school's current servers. As Peter F. explained, although the donated server is an old server, in comparison to the current one, it was relatively new, and it is warrantable meaning the school can call Dell to ask of warranty options.

David S wanted to know if there was any downtime to install the new servers

Peter F – explained that there was no significant downtime and the transition will not affect the school in any way

#### **E. Public Relations and Marketing Sub-Committee Report (10 Min)**

Committee members were absent but sent the report below;

It is my opinion that **the school is focusing too much on internal marketing as opposed to external marketing.** This can be one of the major drawbacks caused by the school itself in getting and promoting higher enrollment. I have noted a few power points below (to include my thoughts), for your review and further discussion.

#### **F. Internal Marketing Efforts/Promotions:**

- Tri Fold Pamphlets at all the local parishes (The pamphlet is currently being updated to reflect more recent school stats and pics)
- Color pictured add at St. Matthews (add may be approximately a 5x7 add. Here again, why only St. Matthews?)
- Brand new OLV Website (again, utilized mostly by our families)
- OLV is trying to do some "On Line promotional things" (Don't necessarily know what that means??)
- OLV now has a Pre-K Program again. Why is that not being promoted?

##### **1. Ideas:**

- Continue to promote the method in which parents heard about us initially (written on the inquiry form by parents)

##### **2. External Marketing Efforts/Promotions:**

- OLV Car Magnets (**Good Idea**)
- Tweets (great effort, but in order for tweets to be successful, people have to follow)
- Facebook (again, great effort, but not all people are on Facebook or do social media)

- Yard Signs – OLV is entertaining yard signs but in as far as I know, yard signs are only allowed to be on a families front lawn as per HOA's for a limited amount of time
- **Commercial Advertising:**
- OLV has previously advertised in **the SOURCE magazine** and received zero enrollments from the magazine. They are thinking about advertising on there again (so, why advertise again on a magazine that didn't bring in any enrollees the first time. As for myself, I have never heard of SOURCE magazine).
- OLV has also advertised in the **Fayette Women's Magazine** (Good idea as this magazine is distributed throughout businesses in Fayette County)
- Minimal LOCAL newspaper ads (ex. Coweta Citizen)

### **Ideas:**

- Billboards on Highways – Although costly, why are we not investing money on a billboard off Hwy 85 where people from both the South/North can know that there is a Catholic School servicing the South Side (at one time in the past we did a billboard advertisement on that billboard in the corner of Kirkley Rd. and Hwy 74. Why? Waste of money if you ask me. There would be more potential on Interstate 85 if we're willing to spend that type of money)
- OLV Families with businesses (How can we reach out to families at OLV that have their own businesses and/or practices in an effort to promote OLV?)
- Chamber of Commerce Member Directory – We were once on the directory. We have nothing to lose by being on there again.
- JOY FM Christian School Directory – Don't know what this is, but again, other schools are on it. Safe to say, we should be on there as well.
- Advertisement – Again, costly thought, but wouldn't hurt to entertain an on screen add at the local movie theaters, AJC, even a brief TV Commercial (for a very short trial basis period of time), also what about those Change of Address envelopes at the local Post Office which also have advertisements in them for people that are new to the neighborhood?
- Field Trip Sponsored by Chick Fil A – Chick Fil A reached out to OLV recently inviting OLV to come to the local Chick Fil A for individual class field trips. The information has been disbursed to all the homeroom teachers. I wonder how many of them have taken advantage of this opportunity. Although we cannot solicit business, but by having all the students wear, maybe, their PE uniforms, I think that would be a "silent" solicitation of sorts
- Participate in community events (Ex. – Setting up a booth, participating in local parades, etc.)
- Promote the school through local libraries, community organizations, day care centers, real estate agencies, etc.
- Begin a community service program at OLV. By doing so, OLV will be visible in the community, thus promoting the school via word of mouth.
- During the meeting at the Chancery, "Building Relationships" was the topic of focus, nevertheless, we are not allowed to build relationships with local organizations such as Chick Fil A which promote education.
- Promote OLV at "Welcome Centers" via pamphlets, etc.

- Host community events such as a carnival, 5k race, etc.
- Initiate programs such as summer/holiday camps (charging an extra fee for non-students who reside outside of Fayette County)
- Mr. Wilkerson, should make rounds to all of the local parishes at least 2x during the school year and 1x in the summer to promote OLV during mass

Mr. Wilkerson – the school has funds to place ads on parishes’ bulletin and in the Atlanta School Guide magazine. As to the Parent Ambassador Program, Mr. W explained that since Brian D. could not develop a strategy as to its implementation (hopes to get it done by end of June), we may have to revisit that next year.

David S also pointed out that car magnets is a great idea to market/advertise the school, however he believed the school has to think about redesigning the current magnet to make it more legible especially from afar. He gave an example of Our Lady of Mercy’s car magnet which is legible and does what it is intended to do – market!

Mr. Wilkerson – agreed with David and planned to revisit the redesign. As to availability, he pointed out it is very easy for every family to get one since it is part of the welcome package for new families and anyone family can come to the office for replacement.

Peter F - raised the issues of brand identity and marketing and the need for the school to be consistent – if it plans to change the logo for the magnets.

Ruth Connely – agreed with Peter F but also pointed out the magnet does not necessarily have to be the same as the school logo

Peter – suggested the services of a website called “FIVER” if the school decides to go ahead with redesigning the magnet.

### **G. Strategic Planning Sub-Committee Report (10 min)**

Nothing has changed and once the survey is out we will gather reports and start drafting

#### 7. Advancement Sub-Committee Report (10 min)

The committee had no updates

### **H. Principal’s Report**

Testing results

1. Gains in middle division
2. However there is a struggle in Maths

Ruth C pointed out that this could be attributed to the push by teachers to get students to finish a chapter without considering the fact that, students may not have completely grabbed the concepts before rushing to the next chapter.

Mr. Wilkerson stated there were planned reviews to find the cause and resolution and the fact that, it was a trial run this year

Looking ahead 2019-2020

1. No major cases, enrollment seem to be stagnant (i.e no material increase or decrease) as such 5<sup>th</sup> and 6<sup>th</sup> year combine specials
2. All staff will be back next year, however, the school get a new business manager because Ms. Gordon will be taking a position closer to home
3. Summer hours

#### Volunteer Hours

1. Most families met their quota

Peter pointed out the fee was to be 20 hours or \$20/20, Mr. Wilkerson will verify

#### Celebrations

#### Upcoming dates

**I. New Advisory Council Business** (potential vacancies, new member proposals, summer activities, Ambassador Program update)

David – there are vacancies coming up since serving on the council is a 3 year term, although there is no hard and fast rule about stepping down after the completion of 3 year term. Mr. W will be coming up with names and all names are welcomed. Deadline is June

Summer activities – enrichment program, Painting, pulling up the fences

#### PAP update

Peter F. suggested we do the strategic planning in-house since Brian D is wasting so much time and we have our statement i.e. not taught by nuns, tuition assistance available and excellent scores

Mr. Wilkerson was of the opinion that, since Brian is the expert and had been tasked with that assignment, we need to give him to give him the time to finish it, plus his end product is amazing

#### **J. Council Member Mandatory Training:**

- New School Advisory Council Members Training Option 1- August 10- 9:00 am- Chancery
- New School Advisory Council Members Training Option 2- August 22- 5:30 pm- Chancery
- Advisory Council Members In-Service- 9:00-12:00- September 28- Chancery

**K. Meetings for 2019-2020** - Tuesdays from 5:30-6:45 (August 27, October 15, December 17, February 18, April 21, May 19)

**L. Next Meeting – August 27**

David S suggested that the Advancement subcommittee should be scratched since it is not serving any purpose. We could replace it with something else, and welcomed suggestions from members

**M. Adjournment/Closing Prayer (Peter)**

Meeting was adjourned at 7:54am with a prayer by Peter F.