

**St. John the Baptist  
School Commission Meeting Minutes  
February 19, 2014  
6:30 – 7:30 PM, Room 208**

**Attendees:**

Principal Ann Laird, Bridget Hoye, Sean Meyer, Steve Blum, Shawna Moore, Tara Melsha,

**Guests:** None

**Unable to attend:** Nathalie Pepper, Bob Gabler, Dea Johnson, Fran Davis,

Meeting Minutes:

**Principal's Report – Ann –**

1. 3<sup>rd</sup>, 5<sup>th</sup> and 7<sup>th</sup> graders took OLPA which is practice for MCA's next year
2. Public schools have been targeting the state tests to students but that is not the approach, which our teachers have used.
3. Conferences are on different nights
4. Mr. Bennek – Long term sub starting next week.
5. Wines to wishes went well.
6. Staff appreciation will be the week after spring break.

**Creation of 5-year Marketing Plan**

Blue Ribbon Schools – national recognition item. Check to see if this would work for us. Ann has a contact at another school who completed the process and is a willing resource.

Start of the creation of a 5-year marketing plan.

The Aim Higher archdiocese information on the website “About our Schools” has many great points about a Catholic education. Points on – Academic Excellence, Forming Faith and Values, Co-Curricular activities and a Faith Community are all great points to use in marketing.

Looking at using current events like ice cream social to have a larger marketing aspect. Use the positive items from the St. John's experience to use in marketing. For example 70% of our students end up as honor students once they graduate to high school.

Kindergarten roundup went well. Groups who attended were J-Care, Chess club, basketball having practice, school art, and students gave tour, parents and students gave testimonials. Six more families than last year came to the roundup. Eight brand new families not on our radar as possible students attended.

Marketing is going to be putting out a full-page ad in the paper.

SAC discussed Father Skluzacek's letter dated January 1st containing questions for the School Commission to address. Further discussion on one point and subsequent follow-up with Father will occur in March.

**Action item:** Notes from SAC's marketing discussion will be organized and shared with the SJB Marketing Committee at their meeting next week