

## **Minutes of the January 14, 2014 St. Catharine School Advisory Board Meeting**

**Present:** David Bourke, Brad Burchfield, John Clarke, Fr. Dan Dury, Pat McJoynt Griffith, Kerri O'Malley, Karen Page, Mark Quinlan, Katie Reinker, Jim Samuel, David Sybert, Janet Weisner, and Chris Schweitzer

**Absent:** Meg Allwein and Carla Breckinridge

Fr. Dury opened the meeting with a prayer.

Minutes of the December 10, 2013 meeting were approved.

**Pastor's Remarks:** Fr. Dury noted that he had follow-up communication with the web promotion company RevLocal led by CEO Marc Hawk. They will be providing 6 months of free service to 3 parishes (2 in Columbus, 1 in Delaware, 1 in Newark). Fr. Dury asked the efforts to be directed to the school website.

**Principal's Report:** Provided by Janet Weisner. She updated the board on numerous activities including: "Celebrate Catholic Schools Week" will kick-off with the 11AM Mass on Sunday, January 26th during which students will provide the readings and music program. A school open house for parishioners and prospective families will be held immediately following Mass until 2PM with members of student council leading tours. The theme for the week is Communities of Faith, Knowledge & Service. Activities include a luncheon, mass and service activities.

Next week's parish bulletin will include a special school newsletter insert. It will highlight test results, scholarships, technology enhancements and after school programs.

David Hansen, Executive Director of the Office of School Choice for the Ohio Department of Education asked to meet with representatives of the school and a representative of the Catholic Conference. The primary topic was the underutilization of the Ohio EdChoice program and potential modifications for greater involvement.

P/R Opportunities: A new school brochure has been created and will be available for the upcoming school open house as well as for distribution to prospective families and parishes that do not have an associated school. Website updates and banner boards were mentioned but discussed in more detail below.

**Finance Report:** Pat McJoynt-Griffith presented a financial update. Most all indicators are on track.

**Public Relations:** Karen Page had parishioner Chris Schweitzer provide an update on the services he is leading to rebuild/redesign the school website and update the board on the newly installed metal "banner boards". The website redesign began with an assessment of the most commonly used tools on the current website, and will highlight those assets and redesign the rest of the site to provide intuitive navigation and a cleaner more streamlined site for ease of use and promotion for prospective families. Separately, metal promotional banner boards were purchased by the Home & School Association and installed by the Knights of Columbus at the Gould & Fair and Gould & Bexley Park corners of the parish property. They were specially designed to display long lasting banners in an attractive and cost effective way to promote school and parish activities. A process is being created for parish approval of banner posting and content. The policy will be posted in the bulletin and sent to all parish organizations.

Adjournment at 8:22PM.

Next meeting will be held on Tuesday, February 11, 2014 @ 7PM in the school library.