

- In Attendance: Fr. Steve, Mrs. Layton, Pam Berning, Margaret Witham, Jennie Van Horn, Tracey Jacquay, Mark Stuerzenberger, and Jan Robbins
- Meeting opened with prayer.
- Previous minutes approved.
- Harry Verhiley talked about school marketing, development, and recruitment;
  1. we should only cut 'fluff';
  2. most major expenses are fixed;
  3. is it best to simply raise tuition every year?;
  4. be sure to define 'parishioner' status w/ regards to time, talent, treasure;
  5. must have leadership, communication, a plan;
  6. make a professional brochure and hit target market w/ it;
  7. the school is ministry of parish- show it off whenever events in parish;
  8. have 'mayor day' type promo;
  9. get bill board;
  10. send info on school/parish to Realtors;
  11. make DVD;
  12. public service announcements;
  13. in minutes include lead agent and target date for accomplishment;
  14. strategic plan- separate finance from marketing- set goals (4) that are achievable;
  15. need to act on the plan
- Principals Report:
  1. Kindergarten- 5 families say all day is fine, w/ one unsure- if we have all day K then we will need a computer teacher; Mrs. Layton will call IPFW for intern to teach;
  2. would like to have a math enrichment teacher;
  3. also Spanish instruction if enough interest is shown;
  4. before and after school programs are being looked into;
  5. ACRE is diocesan test for 5-8th grade
  6. FACTS- a tuition collection management company was introduced;
  7. projector is still being looked into for the school;
  8. Mark is going to go thru trophies.
- Fr. Steve:
  1. mission was successful- lots of positive feedback;
  2. registration coming up;
  3. June 7th is 25th anniversary of ordination- 9 AM brunch @ SRM and a 2PM Mass w/ potluck following @SLB are possibilities.
- Next meeting Monday, April 6, @ 6:30PM school media center.
- Meeting was adjourned w/ prayer.