



161 9th Street, Idaho Falls, Idaho 83404
(208) 522-7781 – www.holyrosaryschoolif.org

Holy Rosary School Board Meeting Minutes January 13th, 2023

***Carina VanPelt, Rebecca Scheunemann, Rob Marnell, Hollie Miyasaki (via cell phone), Taryn Kammeraad, Maggie Chavez, Brittany Thomas, Kiersten Landers,
Flower Aston***

- I. Opening Prayer: **8:16a.m. Carina VanPelt.**
- II. Approve Minutes: **8:18a.m. minutes approved.**
- III. **Marketing Report: Rebecca reports preregistration until 31st of January and then open on February 1st to new families. In preparation we are ordering some signs for Christ the King Church, sign on school fence, more fliers around town, and really encourage parents to have positive word of mouth stories to promote the school to get people in doing tours.**
 - a **Catholic Schools week Monday 29th.**
 - i **At the church we will have former students come and give talks about the values of having catholic education. There will be an alumni coffee hour with donuts and coffee in cafeteria.**
 - ii **Carnival Discussion-with covid we changed the carnival to during the school day with PE etc. but we have heard from some parents that its so nice to be able to talk to other parents and reconnect post Covid restrictions. So maybe we should do a nighttime carnival again?**
 - 1 **Pros, cons, thoughts, and concerns?**

- 2 **Maybe we should eliminate fund raiser (no dinner) but more fellowship so just costs to cover prizes and have free things so everyone can attend.**
 - a **Provide Free hot cocoa, coffee, and gaga ball.**
 - b **We like the thought of seeing other parents and parents mingling, which allows for alumni come back too.**
 - c **Its important that parents don't feel like an outsider so having events where parents can feel like part of a community is important. We want to make school feel welcoming to everyone.**
 - i **An important way to think about this is: Everyone is welcome to our school because we are Catholic not because they are Catholic.**
 - d **One con is that kids may have to miss out on participating in the school carnival if they have afterschool activities/other life requirements.**
 - i **Maybe have a few games during the school day like leave the gaga pit up etc.**
 - e **Carina will investigate dates to see what's available for an evening carnival.**
- b **We need to update and do another Why We Love Holy Rosary Video because in the old one everyone is masked.**
- c **Feb. 5th is Holy Rosary mass at Christ the King. We will have tables staffed by Holy Rosary volunteers to answer questions about the school and handout fliers to hopefully get the word out to church community regarding registration.**
- d **Internal marketing question: are we marketing to the current families? Are we showing how well Holy Rosary is doing academically, promoting community, trying to make sure we are keeping the families we have?**
 - i **Carina reports promoting having "encouraging good calls home" from teacher and staff:**
 - 1 **Carina has challenged every teacher and staff member to have a "good call home" every single day, encouraging continued sharing of classroom/school pictures to show what is happening in the classrooms, and promoting the next years teacher.**

- 2 The number one thing that impacts parents regarding staying or leaving Holy Rosary is how other parents talk about the school.
- e Carina's top priority right now is school enrollment.
- i The current trend in America is closures of catholic schools.
 - ii Holy Rosary School was in the red and looking at closing when Carina first got here. But we have been in the black since Carina started and every year since, but we lost a lot of students last year and we don't want to have another year like that. Last year was the first year enrollment went down instead of up.
 - iii Every year we individually call all the people that pulled their kids the previous year and ask if they want to come back.
 - iv Taryn notes there are selling points for catholic and for non-catholic families. Some messages specifically for non-catholics:
 - 1 Selling to parents where your money goes:
 - a Getting a good bang for your buck.
 - b Teacher pay, resources, quality of education, kids gets to be in same class for years and develop strong connections, everyone knows your kid (good and bad habits), your child gets greeted every day, if having a bad day they get a hug, students see principle and can have a casual day to day relationship and ask the principal questions about math problems for example, getting a better product, etc. so it's a return on your investment.
 - 2 Hollie notes it's important to make sure parents feel like they are wanted back.
 - 3 January 27th is move up day where students go to the grade ahead of them to see the classroom and teacher.
 - a Sixth graders help facilitate.
 - 4 Put more academic information out and show academic growth.
 - 5 Kiersten asks if there are awards we can apply for to show how Holy Rosary is doing academically with 3rd party recognition.
 - a We need to use really pointed strong verbiage that sets the school apart from all the other schools.
 - i Something that highlights tradition, awards excellence, establishment, anchor to this community...

- ii **Put the same verbiage on all the communications etc.**
 - iii **Images and verbiage that pops out when people are looking online.**
 - iv **Maybe have the bishop make an award for Holy Rosary School.**
- 6 **Carina notes we have done open houses in the past and few people show up. Instead, we do a lot of tours because people want to come on their terms and when it's convenient to them.**
 - a **Further discussion regarding open houses as Kiersten believes it is an additional opportunity to promote the school:**
 - i **It would be good to find parent representatives of each class.**
 - ii **Have parents filtering in and out and prospects see the entire school etc.**
 - iii **It would promote thinking well of the school/provide positive discussion with parents old and new.**
 - iv **Heavily promoting an open house during registration time is important.**
- 7 **Emphasize Holy Rosary offers before and after care programs and is a lot more affordable at Holy Rosary than other places. Furthermore, every school does not offer aftercare so kids have to take busses to get there etc.**
- 8 **Maybe start doing radio ads, YouTube, etc. for targeting/promoting.**

IV. PTO Report:

- a **Book fair was a success.**
 - i **At least 30 books were purchased/donated.**
 - ii **Two authors came that day providing a lot of foot traffic.**
 - iii **One person donated \$100 for books for library.**
 - iv **More new people came to the book fair and people brought extended family.**
- b **Currently working on yearbook which can be purchased online.**

- i Can they buy it from front office too? No, only online. But if someone needs to do a different form of payment it can be worked out.
- c We are working on plan to provide dinners when doing parent teacher conferences.
- d Restaurant fundraising:
 - i Last time we earned over \$700 from Wendy's and \$600 from the sushi fundraiser. Mrs. Park said we can do better than \$700 with another sushi fund raiser. So, there is a plan to do it again in March. We currently are working on a way for parents to pay online so that at parent teacher conferences there will be a QR code to scan and easily order sushi rolls.
 - ii Maybe we could do a parent sushi night as a future fundraiser?
- e PTO is also working to try and support the wine auction.
 - i Mary Martinez is putting together a tamale class for the auction.
 - 1 She is asking for volunteers to help prep for the class and serve margaritas.
 - ii Looking for more donations, experiences, and sponsorships.
 - iii Jake Murry is doing event sponsorship and All American Cleaning is sponsoring at same level.
 - iv Last year Fr. Flores did a 7 course dinner at Carina's house and we are hoping he would be willing to do this again.
- f Monday PTO meetings have only 1-2 extra parents in attendance but getting a lot of response from parents when sending out emails etc.
 - i Maybe we can hang up "PTO meeting today" on fence and note free childcare at aftercare, and free snacks. A lot of parents are at school pick up at 3p.m.

V. School board meetings can also be held outside of school premises if ever desired.

VI. Principals Report:

- g We are moving student conferences to the same night as the Shrove Dinner. We will leave science fair projects in the hall for that week.
- h Aftercare: tuition board recommends a small increase (~ 2%) every year. Currently after care is \$3.50 an hour; thoughts on increasing to \$3.75? The idea is to pay people to want to continue to stay working in aftercare. If someone is volunteering at the school, then they don't pay aftercare while their children are in there.

i We will table this topic and come back to this next month.

i Carina has been working on intent to return for every staff member/staffing for next year, proposed calendar, transitioning to new student information system, and other budget items for next year.

j Two seminarians visiting came through and met all the students yesterday.

VII. Old Business

VIII. New Business

k **Attended School Board Member Training and held discussions afterwards.**

i In previous years roughly spend \$6000 as taxpayer per student and Holy Rosary spends less than that.

ii Maybe chair board, Carina and the Priest need to start meeting again. We need to add Rob to the Endowment communications.

iii We need to change timeline for emergency meetings in bylaws so that emergency meetings can be held sooner than 5 days out.

iv If someone wants to come talk with the school board, they should talk with Carina, then we can put the item on the agenda for the next board meeting, and then they can come and talk at the school board meeting vs. coming to board meeting and airing issues before discussing issues with Carina.

v Carina can potentially bring some financial reports to board meetings/share budget spreadsheets.

vi Maybe we can add a little more strategic planning during board meetings and/or form separate committees.

1 How strategic can we be? What would Fr. Flores recommend regarding what can we do for strategic planning in the future even with potential priest turnover?

2 How do we keep it sustainable, who would you like to see on the committee?

3 What we need to do to add 2 grades (7th and 8th)? Sell it and pay for it etc.?

a **Carina would like every class full (up to 200 and currently have 150 students). The highest enrollment we were at was capped because we had smaller classes during covid to be able to safely distance and have children remove masks during learning.**

IX. Handbook Policy: *All G Movies have been approved by the school board. There is a small list of PG Movies that have been approved by the school board.* This list is outdated, current policy is to request parent's approval for PG movies on a case-by-case basis. Let's discuss this policy and update the handbook once consensus is met.

- **Carina discussed with concerned parent and asked parent to be editor for the next list for the handbook.**

We tabled the rest of the topics and will come back to them next meeting.

X. Closing Prayer: **10:50a.m. Carina VanPelt.**

Mission

Holy Rosary Catholic School's mission is to use its Christian Catholic traditions and community resources to empower and celebrate student achievement, so that our students will have a secure environment in which to grow in their knowledge of God, themselves, community, and academics and use that knowledge to reach their God-given potential.

Vision

Holy Rosary School will be the most outstanding elementary school in the Idaho Falls area.

Values

G - Gifts from God

R - Respect and Responsibility E

- Expressing Excellence

A - Academic Achievement

T - Togetherness with Community