

# St. Monica Academy School Board Meeting Minutes

Tuesday September 19th, 2017 - 7:00pm  
St. Monica Academy - Rzany Hall  
Minutes prepared by: Mark N. Goedert

Attendance: Ray Coleman (Principal), Carmela Stout, Carin Smith, Monica Guarisco, Johnny Barajas, John Suwalski, Mark Goedert, John Baruch (Guest)

1. Meeting called to order at 7:02pm
2. Principal's Report
  - a. Mr. Coleman Welcomed Monica, Johnny, and John new members of the board. It was noted that there are six new teachers this year at St. Monica Academy and Prek4 has 30 students enrolled
  - b. New enrichment programs are starting this week with a lot of positive comments. The theatre performance is scheduled for 1/30/2018. It was suggested that we invite local high schools to attend the dress rehearsals and promote the play to the entire community
  - c. The school will conduct a safety drill called Code Red which is a lockdown on 9/29 in coordination with the Chicago Police Department
  - d. The collection by the school for hurricane relief received good support
3. Committee Updates
  - a. St. Monica Academy Website
    - i. Mark Goedert performed an evaluation of the St. Monica Academy website and provided a comparison with sites presented by several schools in the area. Several tiers of recommendations were made based on the amount of resources available to improve and maintain the website. Some of the recommendations were already underway with updating site content by Mr. Coleman
    - ii. Discussion on improvements to the website included suggestions around alumni outreach focused on enhancement for the school. We should focus on what differentiates St. Monica Academy from other schools in the area in terms of "Green Initiatives" and how do we leverage our strengths. Remove the old dates and apply content with no dates
    - iii. It was noted that no budget is allocated to staff a role to maintain and update the site.
    - iv. Next actions include a recommendation by the board to ask an Archdiocesan resource for guidance on the next steps and determine if we can get a resource to manage the site. Mark Goedert offered to help Mr. Coleman to see if we can implement additional improvements per the recommendations presented above (Mark G.)

- b. Playground project is In progress and moving forward
- c. Turn-Around Program - The board asked if we can we get someone to visit our school to speak on the improvements. It was noted that the Mini-mustangs and enrichment programs are helping
- d. Alumni - A Facebook page exists for St. Monica Academy alumni. Next actions include determining who owns the page and how we can grow the followers and promote a goal or resources for the academy
- e. Fundraising Events - Dino's Thursday 9/21, We need cans for Food Donations Challenge, A Movie Night Chair is needed, John Suwalski. offered additional ideas for marketing
- f. Legislative - Johnny Barajas discussed new legislation regarding tax credits for teachers, tax credits for education expense was increased to \$750.00, tax credits for businesses to donate to scholarship programs was brought up with more information to be provided at a later date
- g. Volunteers - We need additional volunteers and fresh new names to support our programs at St. Monica Academy

#### 4. Visitor's Comments

- a. Observations were presented by John Brauch regarding St. Monica's image to newcomers and marketing

#### 5. Parking Lot - Important ideas worth noting

- a. John Suwalski brought up excellent marketing ideas in a brainstorming discussion that included: suggested a strategy to get word of mouth to improve enrollment, noted our strength is in diversity however we are not apparently promoting it per an outside view, use provocative questions to draw in an audience and get their attention, look at class sizes and scores compared to schools in the area
- b. Next actions around marketing are to develop marketing concepts (Monica G., John S.)
- c. Monica Guarisco asked about the SEEDS program. Mr. Coleman noted we have solar panels and a tracker on the power we generate. There is a curriculum around SEEDS.
- d. Monica Guarisco noted that St. Monica Academy is on Amazon smile and it was also noted that St. Monica is also associated with Target. The programs can help generate additional revenue for St. Monica Academy

#### 6. Meeting adjourned 8:08pm

#### 7. Next meeting is Oct. 17th 2017, at 7:00pm

Future meeting dates: Oct. 17th 2017, Nov. 28th 2017, Jan. 23rd 2018, Feb. 20th 2018, Mar. 20th 2018, Apr. 24 2018, and May 15th. 2018