

## St. Pius X School Board Minutes

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Date: December 12, 2011 6:30 PM

Location: STPX Library

Attendance: Sister Linda, Anna Bernas-Kelly, Linda Masterson,  
Patti Porter, Kevin O'Flaherty, Donna Sadler, Lerma Remias

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### Prayer

Linda M.

Previous Meeting - minutes approved

### Workshop 12/21/2011 discussion

All

#### Finance -

Sister Linda/Patty

- We currently use fundraising through alumni, community, and businesses. Still trying to find new ways of financial support for schools.

Catholic Diocese of Richmond Tuition Assistance Initiative – The \$200,000 for Capital Assistance will be divided between the schools in the Diocese.

#### Marketing/Development -

Kevin/Donna

- Are entrance and exit surveys being done? How do prospective students find out about our school?—word of mouth, website, signs? Exit surveys are used and include providing an email address which asks why student is leaving the school.
- Secret Santa phone calls – representative posed as parent, called every school, notes were taken on how to improve. There was a 9 page feedback on how to answer phone and sell schools.

Action item: Office personnel/Staff are attending workshop/seminar.

- Most parents look for schools in November. Tidewater schools offer open houses in November. SPX also offers one in January . Would like to offer one in the summer, possibly July.

Action item: (Sister Linda) Date to be scheduled and posted on website.

- Most families do prior research online for schools before moving to the area. We are looking into advertising in Navy newspapers, NEX (navy exchange), Navy Family Service Centers and child care centers.

Action item: research which schools feed into military bases

Action item: (Kevin) – We will check with Navy Family Service Center on what we can do to promote our school to incoming military families

Action item: (Sister Linda) - Advertise on our website – list all open house dates, promote: Edline, tuition assistance programs, % of students from military families, demographics profile, Spanish in elementary school. It was suggested that as an 8<sup>th</sup> graders project, provide a tutorial on how to use Edline.

- Use social media – Twitter, facebook, youtube, – another way the middle school can become involved
- It was suggested that a map with all the schools in the Diocese and where they are located would be helpful on the Diocese of Richmond website

**Legislative** -

**Kevin**

- VA Catholic Conference website has issues; contact info on website bounced back but was able to sign up for alerts
- Handout - 2011 results and 2012 agenda

**Facilities** -

**Anna/Linda**

- Still need a Facilities Committee, Parish Council is also looking for a grounds and maintenance person. Need professionals for landscaping – the school is responsible for Memorial Hall and convent; the church is responsible for Pastor’s residence on Longdale Drive, church and office
- Currently have two part time maintenance people during operating hours of school. Would like a full time worker beyond operating hours of school.

Action item – (Anna) will work on obtaining blueprints for the school including gym & convent; we have electrical wires in our building which we do not know if they feed into any equipment or if they are abandoned.

Action item – (Sister Linda) Need list of the current equipment and age

Action item – (Sister Linda) We have an HVAC contract – Current contract with B&Z – will find out details of current contract and renewal and possibly obtain new bids to fit budget; will also look at current contracts to see which ones can be combined

Action item – invite various individuals outside of parish and school with specialties in any aspects of landscaping, mechanical, electrical, plumbing, and other knowledge in building and grounds to be a part of the facilities committee.

**Strategic Planning, Other business, SPX Good News** - postponed until next meeting.

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Next meeting: Monday, January 23, 2012 6:30PM SPX Library

Prayer: Sister Linda

Hope everyone had a Merry Christmas and may you have a Blessed New Year!