



**SAC Minutes**  
**9-20-23**  
**6:00-7:30 p.m.**

**SAC Members Present:** Rebecca Lahr, Alicia Nordstrom, ~~Molly McGraw Healy, Kevin Dempsey,~~ Margaret Andersen, ~~Christine Denton, Laura Carillo,~~ Elise Hedlund, Rikki Mortl, Kelly Cunningham, Aimee Doan

**Ex Officio Members Present:** Karen Bursey, Mary Daugherty, Fr. Pedersen

**Opening prayer**

The opening prayer was led by Margaret.

**Approval of minutes from August 2023**

Meeting minutes were motioned, seconded, and approved.

**Principal Report**

Enrollment 2023-2024:

- Karen reported on final enrollment for the school year now that school is officially in session.
- K-8 enrollment is at 143 students
- Pre-K enrollment 16 children

Back to School Day feedback

- Committee discussed Back to School Day, consensus was that it went well having the event all indoors this year and that the gym activities were a hit for the younger kids.
- There was some discussion that it did seem like a handful of families were confused about the order of the event, despite being provided a check list via the newsletter. A number of families had to be redirected in the gathering space by staff sitting at tables there, and instructed to go to classrooms first in order to drop off school supplies and check in with their teachers and sign paperwork. The committee recommended either more/bigger/more effective signage at door 8, or perhaps if feasible, a volunteer directing families into the school first.

Middle School Net Retreat

- Discussion of the net retreat upcoming for middle-schoolers. This is always a very popular event with the kids. The fee this year for the retreat was covered with a donation.

Canoe Building Project

- 8<sup>th</sup> grade canoe build project to kick off in October. SAC discussed participation in this super hands-on activity last spring.
- The project commitment is for 2-3 years, and will be partially sponsored by CSCOE. In the 1<sup>st</sup> year CSCOE will pay all expenses, in the 2<sup>nd</sup> year expenses are split between CSCOE and the school, in the 3<sup>rd</sup> year the school will fund in entirety. The plan is to

include the canoe as an auction item at gala, with hopes that the funds raised will cover our expenses in years 2 and 3.

- The project will be lead by a husband/wife team that will work with the students during school hours, primarily out of and in the space in front of father's garage.
- The project culminates with the kids portaging their canoe down to crystal lake to test it out!

#### Curriculum night

- Curriculum night will be held over two consecutive Thursdays, with K-5 on 9/21 and middle school on 9/28.
- A few changes to the schedule have been made to accommodate teacher schedules: both the 3<sup>rd</sup> and 2<sup>nd</sup> grade curriculum night sessions will be offered on 9/28, the same night as middle school.
- Some concerns discussed about participation, there was very low participation last year in some of the classrooms, and the committee discussed whether or not some sort of reward for participating families (non-uniform coupons?) made sense.
- Karen took an action to send another email out to all families stressing how important it is. Some committee members expressed that when attending another local parochial school in the past, curriculum night was presented as mandatory for all families.

#### **Marketing/ St. Mary's class**

- Karen discussed the impact on the school of the Development Director's departure from the school (position has been posted), and provided details of some of the duties that she needs help with, including Gala planning, marketing, community events, and social media posting.
- Coming up on October 7<sup>th</sup> is the Robbinsdale Boo Bash at Sanborn park in Robbinsdale (hosted by the City of Robbinsdale). PTC will be running a table and will have the Plinko board and prizes/snacks to hand out to the community.
- Karen will have a booth and pass out candy/marketing materials at the Robbinsdale Halloween Give and Get on October 26<sup>th</sup>, she is looking for a volunteer to help run the table.
- Currently, Karen is filling in with the social media posting duties that Zach had, she requested that the committee and other parents are encouraged to send pictures of school events, sports, activities, etc. to her email. Becky Lahr offered to help and there was some talk of logistics, as well as potentially using a shared email so that someone else can take on some of the burden of the task.
- Mary and Karen attended the strategic development class at St. Mary's, topics included helping schools/parishes with their strategies for running marketing/fundraising campaigns, specifically how to get donors, how to make the ask, how to raise more money in live auctions, how to use salesforce, etc. Worked with the leader of the class on a development plan for a large-scale, ambitious fundraising campaign.
  - Use of Salesforce to keep up to date with alumni, families, parent donors, parish members
  - Major gift program focused on securing individual donations of \$5000 or more on an annual basis
  - Emails to legacy families, we have 10 years of legacy families in Educate
  - Spring appeal in honor of feast day of Sacred Heart
- CSCOE has helped match Sacred Heart with a donor that is willing to donate \$50,000 to the school if the school is successful in fundraising \$100,000.
  - We will need at least a year to fundraise this amount, and intent is that the money will be used at least in part to upgrade the gym floor.
- Focus for marketing right now is on community events, marketing for enrollment starts in November for the next year and the school hopes to have a replacement for the Advancement Director in place by that time.
- The committee discussed ideas for engaging school alumni in a social media campaign, or even getting the 8<sup>th</sup> grade class involved in creating promotional videos and/or content

for Sacred Heart social media. Other ideas centered on looking into partnerships with local high schools (Totino Grace, Benilde...) that have internship programs for their students, there's a lot of potential for collaboration there.

### **Financials**

- Mary presented 2022/2023 year-end numbers.
- The school under ran their planned deficit for an improvement against budget.
- The parish did have to write off some tuition that we were not able to collect on: \$6,422 in total, the full \$6,422 was not all from last year. We also carried over about \$10K of aged receivables into this year have already collected about \$6800 of that.
- Next month Mary will have first quarter data for the current fiscal year
- Total net budgeted school fundraising for current year is \$150,860 (net income, less expenses).
- Finance council to meet Tuesday, 9/26, with approval of a 10<sup>th</sup> day budget on the agenda.
- Mary discussed that in the past we have always had someone from SAC on the finance council, to create cohesion between the school and parish. Aimee offered to join finance council as SAC liaison!

### **Marathon**

- Finalized plans for the marathon, including the selfie station by the crossing guards on Chownen and 42<sup>nd</sup>, the dance station at the end (half point) down on Lowry (Margaret and Becky to oversee) a hula hoop station (attendants not needed), and the bubble station (Molly and family).
- Becky, Aimee, and Alicia agreed to bring Corn Hole/bags to be set-up near ice rink.
- Ice cream truck all set to be there 10-12, discussed whether or not they could come earlier, since they're serving coffee, but there would have been an extra charge.
- 9:15 is prayer, stations need to be set up earlier, so SAC members that are manning a station were asked to arrive early.

### **Gala**

- Theme is Denim and Diamonds!
- Maggie Powell is helping with marketing posters and graphics.
- Karen made a plea for help from the SAC Committee with Gala planning. Kelly Cunningham is willing to help with the silent auction again. SAC members to think on and contact Karen if able to help with live auctions and decoration planning.

### **MNSAA**

- Self-study years, SAC's job will be to do Standard 6
- Next month SAC will look at and help compose a draft parent survey.
- SAC's input on the school's mission statement will be a part of our charter this year, it has been 6-7 years since it was revised.
- Visit from MNSAA will be next year.
- The SAC committee spent time in the meeting together reviewing standards, and due to time will finish reviewing in the next meeting. There was a discussion of the remaining process that we will go through this year, and how what we learn from the parent survey will tie into our strategic plan from the perspective of strengths and areas of development.

### **New Business**

- Father answered some questions that SAC members had about Synod topics and the structure of assessments from the Archdiocese for churches with and without schools.

### **Closing Prayer**

- Meeting adjourned.