

# SAC MEETING 10/15/2018 – MINUTES

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**Call to order:** Maureen Sebanec opened with a prayer at 6:30 p.m.

## **Meeting Summary:**

### **1. Introduce Mr. Kelly Klassen to the HCA SAC Committee**

### **2. Fundraising**

- i. **PRIORITY #1:** We need to nominate someone to chair the gala/cash bash. If anybody has a volunteer they know that is willing to chair this with a couple other people please nominate them ASAP.

1. **Organizer/Event Leader** - Kirstin provided list of volunteers who filled out the purple interest sheets. Nick will email those contacts later this week to gauge their interest. These potential volunteers will be informed that Rose may be available to assist in planning/organizing, and the organizer role can be comprised of multiple co-chairs to make it less intimidating.

2. **Event Details** – Nick mentioned that the Gala is a large and intense event and it may be best to scale back and do a Cash Bash in gym or other location.

- a. The Cash Bash could still include the live auction, which is has been very profitable for the Gala. Kristin confirms that PTG will assist with baskets, but the values may be scaled back as well.
- b. St. Teresa's is having a Cash Bash next week. We should inquire how much they make vs. our Gala.
- c. The Gala is always last week in February before Lent.

### **3. Donations/Sponsorships**

- a. The 8<sup>th</sup> grade fundraiser is scheduled earlier in the calendar and sometimes same the same individuals and organizations are asked to donate to both fundraisers.

- i. Nick stressed importance of informing donors of metrics (how many people saw their ad/donation, etc.) to show their return on their investment. Providing metrics to donors after the event shows how their sponsorship valuable to them and builds on Holy Cross' relationship with the donors.

- b. NHRCES suggested making one packet to send to donors with all events for the entire year, instead of repeatedly hitting up same donors multiple times. This would streamline requests and allow donors to see all the opportunities available. This concept is still in planning stages.
- ii. Update on dates/numbers for each event (Kristen G). (See spreadsheet for detailed numbers). Estimation of profits from all events put Holy Cross over its annual goal.
  - 1. Gift cards – off to a good start
  - 2. Craft Show – October 20<sup>th</sup>. This is the first craft show but the committee estimates \$10K profit.
  - 3. Car Raffle – HCA is now able to apply for a small game license since the school has been a formed entity for one year. It is suggested to partner with the new cluster of parishes to assist with the fundraiser. Sales could be done at all locations (Incarnation of the Lord, St. Athanasius, St. Sebastian, St. Teresa) to expand reach. Splitting profits with the parish cluster would adjust profit to \$30k, which may make HCA short of the fundraising goal. Tickets could be sold throughout the year, and the winner announced on the last day of school.
    - i. Nick has meeting on October 22 regarding the car raffle.
  - 4. Annual fund - Carol Boston runs the project. There is a need for parents to get involved with the annual fund appeal and to understand why we do it and how to do it.
  - 5. Fish fry –St. Teresa’s hosts the fish fry and agreed last year to to split profits if HCA shared volunteer hours. Nick suggests checking with St. Teresa’s and Fr. John to verify if they intend on sharing profits with school again this year. The school got 100% of bake sale.
  - 6. Purse Bash – was in April, now looking at to be scheduled for end of March. Lynn Brown is coordinating.
  - 7. Restaurants Nights – Oct 23 is the California Pizza Kitchen fundraiser.
  - 8. Spirit store – A sale just wrapped up but plans are for another sale before Christmas. It is not known whether the last sale’s proceeds benefited HCA or the athletics program. or school.
  - 9. Other fundraising notes:
    - a. Summer Festival – In the past, the school saw 80% of St. Sebastian’s festival. St. Teresa’s festival has benefited only their parish programs in the past.

- b. Big Bucks raffle in past – planning to do that again, planning in early stages.
- c. Breakfast with Santa – December 1<sup>st</sup>. Profits will go to PTG this year to assist with their goals.
- d. Regionalization - 17 parishes are to support HCA. Need to check with NHRCES/Mr. Kilmeyer how many of the new parish groupings are actually financially able to support the regional schools.

### 3. NHRCES Sub-Committee Initiatives and ties to HCA

*(NHRCES Board has created sub-committees for Marketing, Outreach & Integration and Admissions & Retention)*

- i. NHRCES Marketing and Admissions & Retention - Carol Boston currently serving *HCA Marketing and Recruitment & Retention Committees to coordinate with Carol Boston for procedures and efforts in these areas.*

*NHRCES is working on systemizing these procedures. Right now Carol has all the data/knowledge. We need to transition this for future use.*

- 1. These are two different subcommittees and Carol serving on both.
  - a. Carol has data on why families enroll and choose to leave HCA. We need to track year-to-year exit interviews on why families stay or leave. NHRCES looking for new members to join this committee.
- 2. The committee is devising uniform marketing tools that allow schools to plug in their own logos and quickly distribute. Marketing collateral should be coming soon.
- 3. BTA had commercial, which was \$5k to produce. Unsure on costs to run ads.
- ii. NHRCES Outreach & Integration - Currently no one from HCA on this Committee
  - 1. This committee has been formed to help reach out to the 33 parishes, various catholic high schools and the community in general to help increase awareness and enrollment of the regional schools. This group will be going to different parishes to speak as well as getting out into the community. Any SAC member or parent is welcome to get involved with the outreach committee.
  - 2. HCA should visit parishes with school children to increase awareness and explain what we are doing at HCA.
    - a. Mrs. Klassen will lead this and Maureen is also able to assist.

### 4. SAC Executive Board and SUB-COMMITTEES Updates

- i. FINANCE AND DEVELOPMENT – Kristen Gualtieri & Nick Colasante
- ii. ACADEMIC AND STUDENT AFFAIRS – Maureen. Josefina & Lauri
- iii. SPIRITUALITY AND MINISTRY – Gretchen Sheridan
- iv. NOMINATING – Nick Colasante
- v. BUILDING AND GROUNDS – Patty Duty & John Nastal
  - 1. Gym floor cleaned once a week, need to get approval from Deacon Rick if we get outside vendor to clean.
    - a. Floor gets sticky, may be humidity, ceiling tiles removed to remedy problem.
    - b. John: Both scoreboards working, light out side door to be repaired.
- vi. PUBLIC RELATIONS AND BRANDING – Rich and Dolf
  - 1. The St. Sebastian school sign on the side of the building facing McKnight Road is still up. This sign is part of our brand. A parent questions if the St. Sebastian sign can be replaced, or at least be taken down while we wait on new lettering.
    - a. Nick: Replacement requires engineering to ensure that it is workable with wind, etc. This is a NHCRES responsibility and they are working it. Mrs. Klassen will speak with Mr. Kilmeyer regarding the status of replacement. Nick will email a member of Blessed Seelos’ SAC to inquire how they replaced their signs.
- vii. RECRUITMENT AND RETENTION – Erin Fontana, Sandra Simmons & Leslie Seretti
  - 1. Erin – Open House on Sunday, Jan 27<sup>th</sup> (opening to Catholic Schools Week). No plans for an open house in fall due to costs and little return.
  - 2. Mrs. Klassen and Sandra will serve at a table at the craft fair on October 20. Carol will provide marketing materials used in Open Houses for the table.

**5. Additional Topics and Establish Next SAC Meeting Date/Agenda**

- i. Nick: Should there be a faculty presence on SAC? One faculty member, or rotate several faculty?
  - 1. SAC has had a faculty presence in the pas (Mrs. Mooney). The role included faculty participation in discussions and bring forth issues. This is a chance for faculty perspectives and would be particularly helpful with Academics and Spirituality subcommittees.
- ii. Catholic Charities – HCA has an opportunity to pair with Catholic Charities and their projects. This could help school visibility in community.
  - 1. Winter Warming collection – school will collect gently used clothing, mittens, gloves, scarfs.

2. Love walk – upon approval, school students with their families would present donations to where they need to go (community centers, shelters, etc). This allows students to actually see who benefits from the donations.
- iii. Merit system– has been implemented for grades 4-8.
1. Mrs. Klassen will to do metrics to see how it's working. She will discuss the program with faculty at the upcoming in service and will report back to the SAC at the next meeting.
- iv. School materials at St. Teresa's – a parent mentioned seeing many smart boards, science lab equipment, etc. still in the former school building. School families did campaigns to purchase this equipment. If assets are now merged, can HCA procure those pieces?
1. Nick will email Mr. Kilmeyer to inquire.

Next Meeting: Monday, November 19, 2018 at 6:30 p.m.

Meeting adjourned: at 7:30 p.m.

Submitted by: Gretchen Sheridan