

Christ the King – Education Steering Board (ESB)

Meeting Minutes – November 17, 2020

Attendance: Father Cook, Father Boyd, Chris Segrell, Amy Becker, Casey Beran, Mary Carnazzo, Mark Dahir, Mike Erftmier, Dominic Vaccaro, Tom McGill

- I. Opening Prayer
- II. September minutes approved by members present
- III. Pastor's Report – Starting next year Confirmation candidates will “opt in” rather than receiving the sacrament automatically in the 8th grade. The intent is to help ensure that candidates are ready for this important step. CTK will have Confirmation opportunities in both the Fall and Spring.
- IV. Principal's Report
 - a. Mr. Segrell provided the Principal's report in advance of the meeting for board review
 - b. There was discussion during the meeting re COVID
 - i. CTK administration is not recommended school closure week of or week following Thanksgiving. CTK procedures are working.
 - ii. Q: How are teachers? A: Teachers are tired but want to be at school. Classes (incl. teachers) miss and worry about students when they are home quarantining. Classes celebrate when they return.
 - iii. Q: How is supply of parent volunteers? A: CTK always can use more. Encourage your friends!
 - iv. Discussion that CTK ESB could encourage people to give \$ to the teacher Xmas fund
 - v. One board member related how impressed he was with teachers and organization when his kids were doing remote learning due to COVID
 - vi. Teachers have not noticed pronounced COVID slump from last year / summer. Some extra effort towards rule following b/c they had become “feral children” over the summer.
- V. New Business
 - a. Promoting CTK School
 - i. Discussed ideas to promote CTK school. School enrollment is down for 2020-2021.
 - ii. The group discussed that COVID is a big part of enrollment, especially with pre-school, kindergartners, and remote learners. Trying to assess the intentions of those groups for next year is key.
 - iii. Reviewed the good work that the Marketing Task Force (MTF) did in November 2019 under the leadership of Liz Langan. The task had a number of specific recommendations. Implementation has been uneven due to COVID and other factors.

- iv. In general, CTK needs someone with marketing experience to help prioritize and organize a number of activities. The group talked about some candidates for this role. Tom and Mary to follow up with several people over the next 2 weeks.
- v. Discussed some specific actions that the group believed would be productive
 - 1. CTK has made improvements to the Tour process in response to feedback from the MTF. Probably need a few more steps to formalize the follow-up process
 - 2. CTK needs a recruitment video. This was identified by the MTF. Several bids were obtained. Mary C to follow-up on status.
 - 3. Regular social media would provide positive stories about CTK, our community, and wonderful staff. Amy, Brandon, and other already working on this. Tom to follow-up w/ an expert to see if he has recommendations.
 - 4. Option to move registration up to the beginning of the year and ask if families who know they are returning next year would be willing to pre-register.
 - 5. Mailers to new families moving into the parish / target areas would be good. A parish realtor probably could help with this very easily as they track these sales.
 - 6. An alumni appeal was discussed. CTK has lots of alumni
- b. ESB Representative to Pastoral Council – Mark Dahir volunteered to be the ESB’s representative to the Pastoral Council. Thank you, Mark, for volunteering!
- c. ESB role in Missional Parish
 - i. Briefly summarized Archbishop’s directive that each parish should become a missional parish in 6 years. How can ESB in its role? Brainstormed on ideas:
 - ii. Within or at ESB Meetings
 - 1. Personal invitation to people to attend ESB meetings
 - 2. Be welcoming to parents/guests at ESB meetings. Try to understand if they are there to learn more and participate and/or if they have a particular topic to discuss.
 - 3. Create a video inviting people to show up
 - iii. More Broadly
 - 1. Each board member could reach out to a new (or new to them) family to meet them and see if they have any feedback re the school
 - 2. Help identify new people moving into the parish and introduce them to the school.

VI. Closing Prayer and Adjournment

The next ESB meeting is Tuesday, January 19, 2021

Respectfully submitted by Tom McGill