

Opening prayer offered by Fr. Ring

Welcome/Minutes - Dawn Schnell

- The school website and enhancements was discussed. We will be bringing control of the domain and website to St. Louis (formerly held by the website creator (Dixon/Schwabl) this is being arranged for the Parish website as well.
- The Board meeting schedule was distributed (list them)
- The Board goals, School Mission Statement, and School vision Statement were distributed (give a description of each)
- Added to the Board's goals was "to increase the involvement of alumni"

Principal's Report - Fran Barr

- Enrollment stands at 315
- New faculty were introduced (Sharon Bednarczyk and Mary Beth Doyle in 2nd grade, Lindsay Cooper and Jessica Swann in PK, Jan Kepes in the office, and Stacey Sutter as PK4 aide.)
- A new program "My Students' Progress" is being used throughout our Diocesan Schools to track attendance, record grades, produce report cards and to improve communication with parents
- NYS Assessment results were reviewed and will be shared with parents at Parent Night on Sept.11 SLS students showed marked improvement in reaching NYS goals.
- The 2012 Capital Campaign raised roughly \$150,000 in 2012. Promised naming opportunities will be honored this year. Plans to continue this SLS gift giving opportunity were discussed.
-

PTO Report - Carolyn Gerstner

- PTO has a full slate of volunteers
- Scott Carpentier will chair the magazine drive this year
- Ideas are being discussed for a spring fundraiser - possibly a walk-a-thon and BBQ
-

Internal marketing - Sarah Blake

- The committee is working on improving communication school-wide through the website, newsletter, bulletin board, facebook, and PTO flyers.
- the newsletter will go out electronically and in hardcopy until Dec.31 At that time we will go to electronic only
- the school lobby has had a facelift. The school bulletin board will house valuable information. the same information will be available to all on the website.
- Internal communication is deemed to be key to family retention in addition to event flyers, weekly items in the church bulletin, and monthly parent events.
-

External Marketing - Catherine Anania

- We are using Dixon/Schwabl considerably with success with about half of the budget of last year.
- We will continue to use them for marketing and advertising but less for placing "feature" items in print and media.
- Dixon/Schwabl will work on a direct mail piece for the fall open house.
- Jan Kepes will be the new website administrator
-

Fr. Ring offered the closing prayer

The meeting was adjourned at 9:00pm