

## **DAC Report**

### **May 21, 2009 SAC Meeting**

Wrap up meeting held May 18

#### 1) Retention efforts

Letters to parents from teachers

Student Switch

Current follow up w/families leaving—commented they've heard “the school doesn't care if you leave.” They said they know that's not true!  
Plan summer follow up: face to face exit reports; notes to students who are attending other schools.

#### 2) Recruitment efforts

Tours/shadowing/phone

Getting acceptance letters out more quickly

New Parent News

Welcoming of new families at:

Parent Meetings

Spaghetti Dinner

SMMG gatherings during summer w/emphasis through efforts of New Family Liaison on SMMG Board

**Challenges:** enough tuition assistance to meet the needs

09-10: 28 applicants (15 families) w/ need totaling \$88K; of those funded 28 applicants—doubled from previous year's requests—28 funded through diocese, Basic Fund, parish and school at \$19,000.\

**Opportunities:**

Recent election results that will cause turmoil in public education

Dispatch headlines: “Solarsano swells as students flee program improvement schools” 1000 students at school built to house 800. Following this article, Denise suggested we contact Editor to pitch an idea for coverage of our private schools.

- Suggest promoting SMS as a feeder school for Catholic high schools. Publicize High School Information Night in local newspapers.

Gathering Data Points of SMS grads

Closing of Carden School; enrolling students from Oakwood, PacWest

3) ANNUAL FUND APPEAL

Beautiful piece prepared by Scott Higgins ready to be mailed.

Notice newly refaced marquee on First Street, thanks to Scott

4) Denise Garibaldi is drafting Communications Road Map for the Recruitment and Retention of Students.

Contains Goals, Objectives, Challenges, Benefits, Key Messages, and Strategy and Tactics

5) Sponsorship (ask for Catherine and David to contribute)

Statement of Issue: we have to do a better job of coordinating the “ask” for all of our school fundraising needs.

Short Term: begin a discussion w/club & Auction leadership

Lay a clear set of ground rules about how to approach donor or sponsor. Develop process and educate all involved.

Long Term: Sponsorship Packages (done at Resurrection, beginning at St. Clare)

6) Leadership Development Workshop: Saturday, August 29

Recent presentation to other 30 diocesan schools on how to organize this at their school.

FOLLOW UP:

- 1) How school compares to other Catholic schools in our diocese. Continue discussion with Marcee Ervin who attended November DAC meeting to address this topic.
- 2) Ask education professional within our school/parish community to sit on an advisory committee to evaluate the academics we offer at SMS

SUMMER WORK:

ALUMNI NEWS

WEBSITE UPDATE OF DEVELOPMENT PAGE