



**Agenda:** January 2020 Annunciation School Advisory Council  
**Date:** Tuesday, January 14, 2020 **Time:** 6:45p.m.  
**Location:** Spirit Center at Annunciation School  
 Meeting Attendees (P = Present A= Absent)

A	John Bradford – Council	P	Father Brian Park – Pastor
P	Deborah Copperud – Council	P	Jennifer Cassidy – Principal
P	Josh Dingman – Council	P	Heather Mueller - APO representative
P	Nicole Farrell – Council	A	Parish Council representative
P	Deb Ferrao – Council	P	Christy McFadden – Enrollment Coor.
P	Scott Hofer – Council		
P	Sara Juran – Council		
P	Tom Keegan – Council		
P	Malia Kimbrell – Council		
P	Meghan Manchon – Council		
P	Pam Nimmerfroh – Council		
P	Brenda Studt – Council		

**I. Call to Order** 6:45p.m.

- Opening Prayer
- Approval of Agenda – Unanimous approval
- Approval of Minutes from December 2019 – Unanimous approval

**II. Open Public Forum** 6:50p.m.

Parents may bring forth concerns. Concerns will be taken into consideration and deferred to the appropriate administrator or Council member. Personnel and individual disciplinary issues are not considered and should be referred to the Principal.

Principal in MPS and ACS parent – Questions/concerns about principal hiring process. Prior hiring process did not include educational professionals on committee; would like to see that this time around. Consideration of how principal will retain teachers; needs teacher feedback and review protocol (including classroom observations); input on the professional development of teachers. MAP vs MCA testing (MN Comprehensive Assessment) for honest comparisons; concerns regarding student retention.

Other parent comments:

- Want an open, transparent, and collaborative process with the ACS families.
- Parent thanked Jennifer for bringing IB to the school; her children have flourished. Low trust in the potential process. Asked about FP’s tenure.
- An alumnus brought her children to Annunciation to get the same school experience she had and IB. Unsettled by JC’s departure.

**III. General Updates** 7:07p.m.

- APO-General Updates – Heather Mueller
  - Meeting next week
  - Service project during catholic school week
  - \$300 from Skyzone fundraiser
- Enrollment Committee – Christy McFadden – see written report attached as Exhibit A
  - Pre-K enrollment event January 31
  - Middle School preview night February 6 – Facebook ad up and mailers going out this week
  - School tour updates
  - Winter Fun Fest – Community Fun event – games and crafts – open to public – Targeted (but not limited) to Pre-K through 1st; Mad Science booths
  - Potential change in MPS school redistricting/assignments policy and class size driving interest in ACS;
  - 30 applicants for Kindergarten; 9 transfers
  - Continuous enrollment – 2 students not returning; 16 still deciding, but opting out of auto enrollment
- Principal Cassidy – No written report
  - Discussion of decision to resign at the end of the school year
  - Responded to parent comments - noted that she conducts 3 classroom observations and a formal teacher evaluation
  - Discussed decision to resign at the end of the school year
  - Discussion of search committee and hiring process
- Father Park – No written report
  - Asked for prayer for search process and candidates
  - Grandparent/VIP masses in the spring – March 25 k-2; April 16 6-8; May 7 3-5<sup>th</sup> grades

## V. General Committee Updates

7:58p.m.

- Facility/Campus Environment – No update
- Finance Committee – No update
- Policy Committee
  - Review revised outside speaker policy + form
    - Policy includes requirement that teacher inform parents similar to field trips
    - Teacher form will be reviewed and approved by principal
    - Revised form will be circulated for approval by the ASC
- Marketing/Events
  - Pre-K enrollment event

- Middle School Open House – February
- Strategic Planning
  - Teachers working on self-study
  - Bulk of work will be next year
- Technology
  - Current state of school infrastructure - need renewal plan
  - Will bring technology assessment and infrastructure into the strategic planning process
  - Immediate needs – iPad replacements, unclear whether server hardware is necessary or cloud services could be a more cost effective alternative
- Enrollment Committee – no update - will be meeting on January 24<sup>th</sup>
- Nominating Committee – no update
- Employee/Teacher recognition and pay
  - Teacher Spirit Cards – draft card circulated and reviewed – different color suggested to differentiate from student spirit cards; initiative will be published next week as joint ASC/APO
  - Discussed teacher compensation – research will be circulated to ASC
- Ad Hoc Committee
  - Flex Seating pilot + Auction video
  - Furniture trials conducted with middle school
  - Auction chairs invited to February ASC meeting to discuss flex seating

#### **IV. ASC Chair Updates**

8:40p.m.

##### AgraCulture meeting update and action items

- Met with AgraCultrue and shared frustrations (repetition); bringing new options and wants open communication
- Annunciation is only school that has experienced decline; Sycamore system usability may be a factor
- Smoothies will be available in February
- Examining shortened ordering timeline or twice monthly ordering

#### **VI. Adjourn**

8:50p.m.

## Exhibit A

### Enrollment Committee Report

#### EVENTS:

**MS OPEN HOUSE-FEB 6<sup>TH</sup>**- FB event went live last night via CSCOE, postcards mailed, Mail Chimp to all current families & toured families. Will add Parish families too.

**PK-1<sup>ST</sup> WINTER FUN FEST**-meets a CSCOE grant goal to provide a non-recruiting based event. Flyer went out. Mail chimp to follow to toured families as well as LADC/Parish list too.

Looking at options to work w/LADC for some other events after Mass too.

#### INITIATIVES:

**FB, Google and Remarketing is live** with 5 separate ads. 3-Directed at lower grades 2-MS directed We will target surrounding zip codes and appropriate age groups. We are working w/Hot Dish Advertising (Jen Campbell's company) to make sure things are in order and accurate.

**BILLBOARD**-currently up on 50<sup>th</sup> and Penn until end of month. Currently no other boards are booked

**Social Media Grant:** Continue monthly meetings w/goal of increasing our social media following and getting "free" follow up advertising for the school. We need to tell our story! It's meant to be a slow process to eval what works. We have gained 68 followers since Sept/starting. Continue to like/share/comment on posts.

**Tours:** We did 6 last week and have 3 more this week. Combination of K and transfers. Lots of talk about changed to MPS plans. Vote is in April. I may look at other "Open House" options or add'l ads/mailers due to these changes. I try to join PK tours when I can or at least introduce myself.

**Enrollment for next Fall:** Current K numbers: 30 applied with 6 more still deciding/touring yet this week. Another 2 current families that are deciding on another year of PK vs K next Fall. Transfers update: 9 currently in the deciding phase w/3 shadowing this week.

-Currently have 2 students confirmed not to be coming back in Fall. 16 more have asked to not be left on "continuous enrollment" but still deciding on plans

-LADC in now in priority enrollment.