

Minutes

Atlanta Archdiocesan Schools' Advisory Council Meeting
June 12, 2018

In Attendance: Diane Starkovich, Brad Wilson, Marcos Arias, Fr. James Duffy, Mark Uebelacker, Robert Heilmann, Paula Brosnan, Augusto Elias. By phone: Maureen Schumacher and Craig Wade. Absent: Diedra St. Julien, Jeff Thomas, Brian Weick, Betsy San Miguel.

- **Welcome & Opening Prayer**

Augusto Elias called the meeting to order and Diane Starkovich led the council in an opening prayer.

- **Approval of Agenda**

Augusto asked for a motion to approve the agenda. The motion was given and seconded.

- **Approval of March 2018 Meeting Minutes**

Augusto asked for a motion to approve the March 2018 meeting minutes. The motion was given and seconded.

- **School Council Visits**

Paula Brosnan was the only written school assessment sent in but her verbal report was given at the previous meeting. There were no other visits to report

- **Counsel Self-Assessment (Mark Uebelacker)**

Mark distributed the Self-Assessment results and thanked those who participated in the survey. He explained that there are two separate assessments; one for this year and another comparing this year to last year. He said this year's scores were higher and attributed that to having many new council members last year and some of the questions were not applicable to them. Comments from the survey were placed on a separate sheet. Mark asked if there were any questions regarding his report.

Diane said that she noticed there was a comment from the question on how the council can better serve its members which suggested more help/guidance was needed for incoming members. Presently the extent of council training is an orientation session for all new council members and an All-Schools Council In-Service in the fall. Paula suggested that each new council member be assigned a buddy for the first couple of months to help them get onboard. Diane said she will discuss this with the executive committee at their upcoming meeting.

- **Nominating Committee – Mark Uebelacker – New Council Member Discussion**

Mark said there are 13 members total and 5 of these are rolling off at the end of June. Those whose terms are expiring are: Betsy San Miguel, Deidra St. Julien, Maureen Schumacher, Brian Weick and Jeff Thomas. One of the goals in the selection process for new members is diversity both in gender and geographical. Mark said he feels this has been accomplished with the new incoming members being that they are all females. This will even out the council gender-wise. Also, some additional parishes and schools will be represented. Mark is very pleased with the group of women that have agreed to serve on the council and they all come with very impressive resumes.

The names and school affiliation of these candidates are as follows:

Cathy Kennedy Harris – St. John the Evangelist/St. Pius

Stacy Lewis – Christ the King/Marist

Maureen McAbee – St. Jude/St. Pius

Beth Clark Morrison – St. Thomas More/St. Pius X

Michelle Raney – Queen of Angels

Augusto asked if there were any objections to the proposed nominations. With no objections, all nominees were approved for recommendation to the Archbishop. The Archbishop will then send an invitation letter to the new council members. Diane said she will provide an updated membership sheet showing when each person's term expires at the next meeting.

Marcos suggested that in moving forward we keep a short list of potential candidates to help make the process a little easier especially when we have to replace a good number of members at the same time. Diane agreed with that idea as there have been times when members needed to drop off the council in the middle of the year.

- **New Council Member Training Dates**

Diane said for new council members there will be 2 opportunities for training/orientation. The first one is August 23, 2018 from 5:30-7:30pm. The second option is Saturday, September 15 from 9-11am. Both are held here at the Chancery. Diane asks that the Chair or Vice-Chair accompany her during these presentations.

- **Superintendent's Report**

Diane asked the council to review her report as there was much activity this past quarter. Not included in this report was information on a company that reached out to Diane regarding the Super Bowl, which Atlanta will be hosting in 2019. This company called SuperKids/SuperSharing, has been around for 18 years and they reach out to Catholic and other private schools in the area where the Super Bowl is being held to donate gently used sports equipment, school supplies and any other items that children in underprivileged areas need. Diane said she presented it the principals and got a very positive response. There will be a drop-off event on January 17th at the Infinite Energy Center where 2 students from each school will go and drop off the items collected at their school and help place them in the different bins. Verizon is a co-sponsor and will be there collecting old cell phones for distribution to these less fortunate families. As an added bonus, there will be football players and cheerleaders present on that day. Diane said this is a great public relations opportunity and Paula Grant, our communications director, said we will get media coverage on this event. Brian Dooling, the soon to be Director of Admissions and Marketing, will be involved in this project.

Diane said we are currently very busy with the Summer Institute week presently going on (June 11-13) for teacher professional development. Wednesday's sessions will be presented by 4 different priests speaking and teaching on different topics for Catechetical Certification hours. Also happening at this time are annual principal evaluations.

Diane mentioned that Brian Newhall has been announced as the interim principal at Christ the King and Cathy Lancaster will be taking over as principal of Blessed Trinity. Cathy will be the first female to serve as a high school principal in the history of the Archdiocese of Atlanta Schools.

Diane asked if there were any questions on her written or verbal report.

- **Committee Reports**

Marketing Committee – Marcos Arias started his report with a discussion on an organization by the name of “A Better Chance”. It is a non-profit based in New York City that finds talented students in public schools and matches them with a private/parochial school. Marcos suggested we learn more about this company’s process and possibly make efforts to get on board with them. Diane said a few of our schools have already been recipients of this program (St. John the Evangelist/Our Lady of Mercy). She said they primarily target minority students and most if not all of the student’s tuition is covered. It is unknown where the funds come from. Diane suggested before going any further to speak with Karen Vogtner, principal at St. John the Evangelist, who has experience with this company.

Marcos reported that Brian Weick has been working with St. Mary’s and St. Joseph – Athens. Since Brian is rolling off the council this month, he will provide a summary of all progress made at each school under his advisement.

A discussion followed on marketing/admissions strategies for the coming year. Diane mentioned that several of our schools which are normally full in capacity are showing openings for this fall. She gave an update on each school’s enrollment status. Craig Wade added that recent statistics show that Atlanta is a top city to do business in for the 5th year in a row. It is estimated that approximately 100,000 people will soon be moving into the Atlanta area. He added that even though there are a lot of obstacles affecting Catholic school enrollment, there is also a wonderful opportunity for marketing our schools to these new families moving in who are looking for a quality education for their children. Diane said that she has considered reaching out to the Chamber of Commerce, relocation companies, civic organizations etc. to help get the word out on our schools. She has discussed this with our newly hired Director of Marketing and Enrollment, Brian Dooling, who will begin his position on July 9, 2018.

Augusto suggested that an archdiocesan-wide effort be put in place to target PSR parents. There are so many tools and opportunities to tap into and this is what Brian Dooling will be working on. Brian will also serve a very important role on the Marketing Committee. Rebecca Hammel will remain on the Marketing Committee as well.

- **Election of Officers (2018-2019) – Mark Uelbelacker**

Mark Uelbelacker asked for a motion to approve the nominations for Chair and Vice Chair of the Archdiocesan Schools’ Advisory Council effective July 1, 2018. The motion was given and seconded for Marcos Arias as the new Chair and Bob Heilmann as the new Vice-Chair.

- **Council Meeting Dates**

Diane said included in their packet is a list of proposed meeting dates for the 2018-2019. The meetings will remain on Tuesday mornings at 7:30 here at the Chancery. Marcos brought attention

to the November 6th meeting date as being Election Day. Diane said it could be moved to November 13th if everyone agrees with that date. With all in agreement, the November meeting date was changed to the 13th. Here is a complete list of the ASAC meeting dates for the 2018-2019:

August 21, 2018
November 13, 2018
January 15, 2019
March 12, 2019
June 11, 2019

Diane then went over all other upcoming important dates for council members. They are as follows:
New Council Member Orientation - Thursday, August 23 5:30-7:30pm & Sat., Sept. 15, 9-11am
Archdiocesan Advisory Council In-Service - Saturday, September 29 9am-Noon
Archbishop's Banquet for Catholic Education – Saturday, Jan. 26, 2019 (Marietta Hilton Hotel)

- **Committee Assignments for 2018-2019**

Diane asked if there were any specific committee requests to please let her, Marcos or Bob know. Brad invited anyone interested in learning more about the finance aspect to join the finance committee.

- **Recognition of Outgoing Council Members**

Diane took a moment to thank all departing members of the council for their generous time and effort in serving and said there is a small token of appreciation for them. Unfortunately, none of these members were present at the meeting so arrangements will be made to deliver their gift at a later date.

There was a brief discussion regarding safety drills and precautions taken at all of our schools.

- **Adjournment – Next Meeting Date**

Next meeting date is Tuesday, August 21, 2018 at the Chancery at 7:30am. Meeting adjourned at 9am.

Respectfully submitted,

Debbie Wheeler, Schools Program Specialist