



OLL Board Meeting Minutes 1.20

MEMBERS

Father Peter Richards (pastor)	P	Kelly Geadelmann (Chair)	P	Gretchen Chilson (Education)	A
Becky Kennedy (Principle)	P	Beth Frye (Fundraising)	P	Todd Schmidt (Technology)	A
Kassie Ricke (Dir Advancement)	P	Amanda Markle (Education)	P	Liz Engelhardt (parish Rep)	A
Amanda Young (Dir Fundraising)	P	Katye Miller (Finance)	P	Rhonda Eurich (Church admin)	P
Nancy Erdman (teacher rep)	P	Raiya Larson (At Large)	P	Sallie Serie (Marketing)	A

Opening Prayer

Approval of December Minutes

Motion: Amanda Markle, Second: Father Peter

School Update

State of the School

The State of the School is scheduled for Feb 3, 2022, 6:30 pm in the presentation room. All board members are invited to attend.

Fund a Need Idea- Feedback Invited

An idea for part of the fund a need for this springs Gala is Mental Health supports. Add a day of school counseling, so we have a councilor onsite one day a week EVERY week(~10K) SEL training for staff and resources to support training for classrooms(~5K)

Catholic Schools Week

We are busy planning Catholic Schools Week events. The kick-Off is January 29/30 at weekend masses. Students will be filling most of the mass parts this weekend and we have 2 8th graders speaking as masses as well. Each day of the week there is something special planned for the students and staff to participate in.

Professional Development

All staff is doing a training with Dr. Jules Nolan on Monday, Jan. 24 to learn more about student behaviors and best practices.

Reading and Math teachers will have 1 on 1 training next week with an NWEA coach to analyze winter testing data and plan for spring.

New Board Members

Katye Miller My husband Brian and I are parishioners and school parents at OLL. Our sons, Finn and Riley, are in third grade and kindergarten. I attended Catholic schools from kindergarten through college, and am a strong supporter of Catholic education. I have a bachelor's degree in Economics, previously earned my Certified Financial Planner™ certification, and have over ten years of experience in finance working with various wealth management firms including Morgan Stanley. I look forward to serving Our Lady of the Lake, and am grateful to be a part of this very special community.

Raiya Larson My husband John and I are both OLL alumni and have lived in this community for most of our lives. We have four kids, two who have graduated from Westonka, one who is a senior at Holy Family and our youngest, Brody, who is in 3rd grade at OLL. I am an RN and currently work as a school nurse. My husband has been a local business owner in the area for over 20 years. We feel so blessed that our children have had the educational opportunities and experiences that this community has provided them and grateful to have returned home to Our Lady of the Lake for our youngest son's education. I am excited and thankful for the opportunity to serve the community and this school with my time, talents, and experiences.

COVID protocols update

Our COVID cases/percentage out are staying lower than what we had during Nov/Dec. We are currently at 2.2% out

Staffing

I am still looking for someone to fill the School Assistant Position.

Science Classroom(capital campaign)

We have a project manager for this project, Kelli Gillespi. Kelli is working on getting a proposed cost for the project.

Kitchen Update

The kitchen stoves/ovens are needing an upgrade and the floor has been flagged multiple years in a row for upgrading by the inspectors. The last two years the floors have not been written up. We are starting to look at what the cost will be to replace the kitchen oven and stoves and the floors. This is in the very beginning stage with no date of completion yet. The excess money from 20-21 school years will cover this project. We are working with the church to see if the church kitchen also needs work done as well.

Bathroom Upgrades(capital campaign)

This has been put on hold
Strategies:

Marketing Update / Strategic Review

Social media effectiveness:

1. Facebook:
 1. Monthly reach: 16,000 views organic- 4 posts/day 400% since 2019
 2. 929 followers: 300% since 2017
 3. Enrollment events: 2500 organic, 5000-9000 paid \$50 budget/event
 4. Peak reach: August, October, November- 45,000 views (combined organic & paid)
 - b. Instagram:
 1. Follows FB campaigns
 2. 350 followers: 160% since 2020
 - c. Youtube Channel
 - d. Website update:
 1. Monthly reach: 1400 views
 2. Monthly visits: 650 \
-
2. Print marketing:
 - a. Local magazines
 - b. Enrollment banners
 - c. Curriculum brochures

Marketing Budgets

OLL budget: 2016-2018: \$20K
2019-2022: \$18K

CSCOE: 2016-2019: \$12K
2020- 2022: \$6K

2021-2022: YTD

Marketing campaigns: \$1700

Events: \$ 2300

Print marketing: \$3700

Videos: \$9300 (Blended Learning, Middle School at OLL)

Upcoming: \$4500 Discover OLL

Enrollment Update

Current Year total enrollment 190, forecasting 204 next year!

Fundraising update

Help A Student

We are currently prepping the letters that will go out to school families/parishioners. The letters will be mailed out on January 31st.

Ambassadors

I am working on getting 4-5 donors to participate in a match challenge. Ask \$5,000 a piece with the goal of \$20-25,000 total for the challenge. I will use this when calling other donors who have not donated yet to see if they want to help make a match.

Sending a video invite out on Monday 1/24 for the CSW breakfast and tour of the school on Sunday 1/30.

Catholic Schools Raffle

Goal: \$2,000

This is put on by Catholic United. 100% of the proceeds go to the school. Raffle tickets are \$5 each. All tickets purchased are entered into a drawing for some fun prizes. Catholic United will hold the drawing LIVE on FB Thursday, March 10th. Raffle tickets will be sold after Mass on Saturdays and Sundays and in the church and school office. Tickets are on sale through February 27th and can only be purchased through cash or check.

YTD Fundraising Budget is on plan

		Year to Date		
		<u>7/2021-12/20</u>	<u>YTD Budget</u>	<u>Total Budget</u>
		<u>21</u>		
2080.02	School Bequest/Gift Account	355.00	0.00	0.00
2281.02	Fundraiser -Ambassador Program	45,887.68	70,000.00	175,000.00
2280.02	Fundraiser - Rake-a-thon	49,133.09	34,200.00	41,588.00
2282.02	Fundraiser - Keg & Cork	0.00	0.00	5,000.00
2283.02	Fundraiser - Mobile Cause	0.00	0.00	0.00
2284.02	Fundraiser - Christmas Tree Lot	7,369.14	4,567.00	4,567.00
2286.02	Fundraiser - Starlight GALA	-1,747.66	-569.00	49,431.00
2290.02	Scholarship Fund-Help-A-Student	37,376.00	20,000.00	44,939.00

Finance Update

- YTD Income +23% vs. Budget and +27% YOY
- YTD Expenses flat to Budget and +15% YOY
- Overall Income exceeds budget and 88% YOY
- Rest of Year outlook
 - Incremental Expenses associated with additional staffing to support growth
 - Fundraising- Gala and continued collection from Ambassador is critical to meet our goals
 - Overall feel we will exceed our income budget for the year, yet not at first half pace

All School Monthly Report for 12/2021									
		December			Year to Date			Last year	
		Actual	Budget	Var to budget	Actual	Budget	Var to budget	Actual	VS LY
		12/2021	12/2021		7/2021-12/2021	YTD Budget		7/2020-12/2020	
Total Income		115,151.32	107,875.00	6.75%	683,709.07	556,825.00	22.79%	536,564.59	27.42%
Expenses									
Subtotal	Salaries	115,698.55	98,225.00	17.79%	597,860.80	592,902.00	0.84%	520,530.30	0.84%
Subtotal	Utilities	3,151.48	3,600.00	-12.46%	22,023.17	10,322.00	20.20%	17,058.13	20.20%
Subtotal	Building Expenses	2,204.26	1,687.00	32.23%	10,324.80	10,489.00	-1.66%	9,832.05	-1.66%
Subtotal	Administrative Expenses	10,501.80	9,232.00	13.75%	28,148.18	30,530.00	-7.88%	26,769.20	-7.88%
Subtotal	Non Payroll Expenses	1,744.76	9,702.00	-82.02%	25,497.30	31,742.00	-19.67%	20,824.36	-19.67%
TOTAL OF ALL EXPENSES		133,300.35	122,426.00	8.88%	683,854.05	684,056.00	-0.03%	595,014.04	14.93%
NET INCOME BEFORE SUBSIDIES		-18,149.03	-14,551.00		-144.98	-127,231.00		-58,449.45	-89.89%
SUBSIDY FROM CHURCH		20,833.00	20,833.00		125,000.00	125,000.00		125,000.00	
NET INCOME AFTER SUBSIDIES		2,683.97	6,282.00	-57.29%	124,855.02	-2,231.00		66,550.55	87.61%

Board Page on Oll.com

We would like to get all of our board member's photos on the website, please send Kassie a headshot so we can share on the site, and people can put a name with a face!

Close Prayer