

# ST. MARK SCHOOL

## ADVISORY COMMITTEE

### OUR MISSION

- 1 To ensure St. Mark School is a model school, both spiritually and academically.
- 2 To pave the way for enhanced and continued excellence.
- 3 To maintain financial strength and long-term sustainability.

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September 24, 2012

Dear Parents and Friends:

Welcome back to St. Mark School! Our goal is to work together with Fr. Mooney and Mrs. Sanson to ensure that St. Mark is a model school for your children, both spiritually and academically and to pave the way for excellence.

During the summer and with the help of a facilitator, Father Mooney, Mrs. Sanson, and a group of parents and parishioners designed an infrastructure and a set of processes that will enable us to ensure our continued viability by setting defined, targeted goals and working to achieve those goals, making St. Mark a top school in the region. The Advisory Group's initial goals are, 1) to increase enrollment, 2) to become a model school and 3) to ensure our continued success and become a center of excellence in education.

The St. Mark Advisory Committee is comprised of one representative from its various sub committees and of representatives from the Parish Council and Parish Finance Council. The Advisory Group will coordinate all parish and school efforts to grow and support St. Mark. This committee will be the structure through which all of the current initiatives for the school will be organized. Many of you have already been involved in these activities, or expressed interest in getting involved. This new structure will make it easier and more effective for you to do so. We hope you will offer your talents to help us achieve our goals.

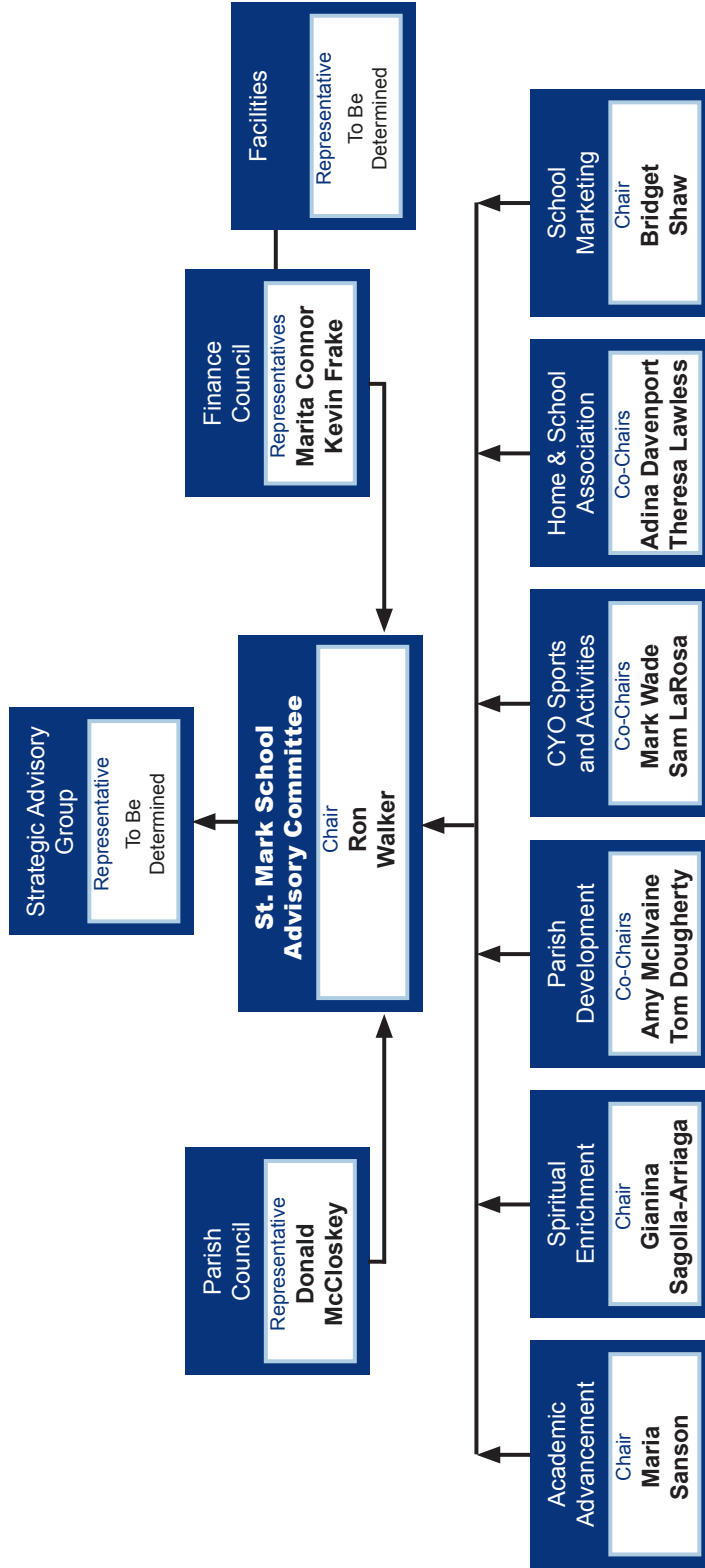
**Join US!** Please join us in this work and volunteer to participate on one of our committees. Joining one of the committees is an easy way to complete the annual requirement for volunteer hours. Further descriptions for each committee are available on the website. If you are willing to contribute to this great work, you can contact the committee chair or simply send an e-mail to [stmarkadvisory@gmail.com](mailto:stmarkadvisory@gmail.com) with your interests.

Thank you and God bless you and St. Mark School.

St. Mark School  
**Advisory Committee**

# ST. MARK SCHOOL ADVISORY COMMITTEE

## 2012 COMMITTEES AND REPRESENTATIVES



# ST. MARK SCHOOL

## ADVISORY COMMITTEE

### CHARTERS

#### **School Advisory Committee**

- This group is composed of the chairs of the sub groups (2 From Development (Co-Chairs), 1 from Spiritual, 1 from Academic, 1 CYO, 1 Home and School), two representatives from the Parish Finance council, one representative from the Parish council and two at large members and a Chair. The group will not exceed 12 members.
- To elaborate, consolidate, build and execute on the consensus of the Strategic Advisory Board;
- To ensure and improve coordination amongst the various segments of the St. Mark School Community;
  - Break down silos among various groups associated with the school
  - Support a shared commitment to agreed common aims and objectives as we work together to clarify issues, formulate strategies and develop action plans to ensure that the tools, skills, and guidance are in place to assist our students overcome 21st-century challenges, but also to flourish intellectually, morally, and spiritually.
- Review all budgets and sub groups to ensure funds are used to advance the objectives of the Working and Strategic Advisory group.
- Oversight and coordination of all sub groups including a full calendar of events and activities as well as a complete list of projects the entire scope of the advisory board is considering (i.e. project management).

#### **Parish Council**

Parish Council representatives will ensure that the broader Parish community is well informed about school activities and programs and make school matters an important part of the parish pastoral plan.

#### **Parish Finance Council**

Although the Parish Finance Council is not a sub-group of the School Advisory Committee, it will play a major role in the overall operation of this group. They will develop and support initiatives to maintain financial strength and long-term sustainability of St. Mark School. It will focus its efforts explicitly on financial matters related to sustaining a vibrant school environment.

Key aspects are as follows:

- Membership of the School Advisory Working Group shall at all times include at least 2 members of the Parish Finance Council.
- Develop & support initiatives to maintain financial strength and long-term sustainability of St. Mark School:
  1. Work closely with Pastor, Business Manager, School Principal and

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- Finance Council to understand overall budget and operations of school.
2. Communicate with School Advisory Working Group on all key aspects of school budget.
  3. Develop methods to continually reduce and eliminate the school deficit, working in conjunction with the Development & Marketing Sub-Groups to increase school enrollment and fundraising.
  4. Support key academic initiatives by clearly presenting goals to Pastor and Finance Council for approval and funding.
- Focus and effort is explicitly on all financial matters related to sustaining a vibrant school environment;
  - Develop realistic revenue goals for Development Sub Group.

### **Strategic Advisory Board**

There will also be a Strategic Advisory Board which will be a consultative body that will provide guidance and advice, rather than authorize the leadership of St. Mark School about the general direction of the School and the associated School community in a variety of areas including but not limited to its finances, academic performance and spiritual vitality. The intent being to benefit from the knowledge of these accomplished individuals without the expense or burden of establishing a formal Board of Directors or Trustees. This is an honorary group which will meet one or two times a year. Members may be asked to provide assistance to the working group based on their expertise.

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### **Home and School Association**

The Home and School Association will continue to raise awareness of school in the community, raise funds for special school projects and other events. They will also lead events and prepare budgets for each event creating awareness about these annual events.

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### Academic Advancement Sub Committee

This group is composed of the school principal, selected teachers and invited guests with the goal of academic excellence, student retention and well being and the advancement of St. Mark School.

- This group is composed of the school principal, selected teachers and invited guests.
- Ensure student retention
- Achieve Middle States re accreditation
- Leverage the local environment and connect school activities to it.
- Conduct competitive analysis of strengths and weakness of programs and standardize test scores
- Evaluate Blue Ribbon path, what it requires, whether it is desirable and make recommendations
- Ensure instructions are permeated with Religion, Rigor, Relevance , Relationship and Reflection
- Design for curriculum and assessment practices will be shaped through:
  - Core Academic Learning
  - Stretch Learning
  - Personal skill Development
  - Learner Engagement
- Ensure Staff Development supports the focus of implementing the Rigor and Relevance Framework
- Prepare activity and budget proposal for Advisory Working group to review

### Spiritual Enrichment Sub Committee

The Spiritual Enhancement Committee will build and grow the awareness of God's love and call to holiness in family life, classroom and Parish community. This committee will develop programs that increase Mass participation of school families and encourage family involvement from baptism through young adulthood.

- Increase the number of School families weekly Mass Participation. Encourage and nurture knowing, active and fruitful participation in Mass.
  - Example: Consider incentive between envelopes in basket with tuition payment
- Establish, build and grow the awareness of God's love and call to holiness in family life, classroom and parish community.
- Build program for parents focused beyond Baptism;
  - To understand the sacrament of baptism and also develop skills to foster the spiritual development of their child in the years between baptism and the first Eucharist; Some suggestions include: (Note these are suggestions only, the committee will build its own pro-

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- gram suggestions)
- Increase percentage of children baptized in the Parish to enrollment and graduation at school;
  - Consider inviting four year olds to attend kindergarten for one day in Fall/Spring season OR host an event for prospective parents of this age group (push or proactive marketing rather than reactive or pull efforts)
  - Will help forecast enrollment
  - Look for ways to incorporate 2, 3 and 4 year olds in mass.
- Create incentives for high school age student families with children attending parochial schools about the importance of church attendance and parish envelopes at weekly Masses (consider St. Ann's efforts on this topic); Some suggested possibilities are: (Note these are suggestions only, the committee will build its own program suggestions)
    - Host Open, Independent, Annual High School Baccalaureate Service – market to area high schools including HGP, Notre Dame, CEC, Nazareth Academy, Doane Academy, Villa Joseph Marie, Villa Victoria and Holy Family Regional Elementary School Graduates (find them); and
    - Build Christian programs for parents related to diversity and develop their unique religious experience in liturgy, education and action for justice. In particular, work with CYO to build spiritual component of that program.
    - Monitor, track and nudge baptism thru college graduation students/families – consider annual newsletter or insert in Church Bulletin – Where They Are Now etc!
  - Prepare activity and budget proposal for Advisory Working group to review

### Development Sub Committee

This group will work closely with Parish Finance to ensure that all financial considerations are achieved. It will focus its efforts to marshal all potential sources of financial aid above and beyond tuition. It will push enrollment to its maximum capacity. This sub committee will encourage individual giving and create a school endowment fund. It will also establish a corporate partners program.

- Work closely with Finance Sub Group to ensure that all financial considerations are considered and achieved;
  - Example: Actionable and achievable Revenue Goals
- Focus and effort is to marshal all potential sources of financial aid for the School above and beyond tuition;

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- Push enrollment to maximum capacity;
- Assess, select and apply for grants, develop estate planning programs and identify government tax programs that can expand the School's purpose, efforts and operations;
- Encourage individual giving and create School endowment fund;
- Establish Corporate partners program to for funding as well as facilitate other support for special grade specific programming; Suggestions are below. (Note these are suggestions only, the sub group will develop its own plan)
  - Silver Lake Nature Center, Board of Island Managers & Dow Chemical – science, environmental and technology programs;
  - Bristol Riverside Theatre , Grundy Library, Bucks County Courier Times – Arts, culture, theatrical appreciation and reading programs;
    - Sponsorship for Reading Olympics
    - Lenox Corporation, The Advance, Lower Bucks Hospital – Career Days
  - Bristol Borough Government - Student Government Day/Role Playing
    - Example: Honorary Mayor, Council President and Tax Collector – A Day in the Life of (role playing)
- Establish alumni program to increase connection with school and improve alumni support
- Provide clarity and measurement of all marketing efforts including fundraising activity in place today.
- Prepare activity and budget proposal for Advisory Working group to review

### Marketing Sub Committee

This group will support the marketing needs of the school as well as other sub committees. They will conduct research in collaboration with the Academic advancement Sub Committee to determine how to best position school in the marketplace and consider how best to convey St. Mark's unique qualities.

- This group serves the marketing needs of the school as well as other sub groups
- Conduct research in collaboration with the Academic sub group to determine how to best position school in the marketplace. Consider how best to talk about St. Mark's unique qualities.
- Create the Branding strategy for the school and ensure that all materials, communications, etc. are aligned with this strategy
- Create social media strategy and tools for all groups to use to full ad-



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vantage.

- Ensure that the school has an up to date web site that attracts can be used for multiple purposes
- Prepare all marketing materials including:
  - Print collateral
  - Graphics
  - Written material
  - Design
  - Press releases
  - Ads
  - And any other needed material
- Measure and track all marketing activities and report to advisory working group on effectiveness of programs.
- Prepare activity and budget proposal for Advisory Working group to review

### **CYO Sports and Activities**

CYO Sub Committee will be comprised of the leaders of all of the CYO programs. They will incorporate and address the needs of all youth in the parish and continue the legacy of excellence of the parish CYO program. CYO will ensure that Catholic values are alive and evident in all of its programs.

- Create a CYO Committee comprised of the leaders of all of the CYO programs so all CYO programs incorporate and address the needs of all youth in the parish and to continue the legacy of excellence of the parish CYO program
- Ensure strong linkages of communication to the school and the parish for communications including parish bulletin announcements
- Create a CYO spirituality program in partnership with the Spirituality sub group and create a mission and values statement for the program. Below are some suggested starting points for the group to consider:
  - CYO Sports is one component of a parish's comprehensive youth ministry program which enables the partnership of parents, coaches, priests, religious, teachers, and adult leaders to manage and support a sports program that allows youth to grow in their relationship with God and come to better understand themselves and the Catholic Faith.
- Employs healthy and enjoyable competition to promote the sharing of gospel values among athletes, parents, and coaches
- Assists parish leadership in nourishing the emotional, spiritual, social, and physical needs of young people.
- Encourages our youth to appreciate the gifts they possess, and challenges them to share these gifts with their community

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- Allows youth to witness the life of Christian Discipleship in their coaches and adult leaders
- Encourages youth to become responsible members of their faith community
- Prepare activity and budget proposal for Advisory Working group to review
- Evaluate the mix of sports to ensure appropriate programs exist
- Nurture coaching staff and ensure spiritual values are in the forefront
- Create a CYO awards banquet
- Develop a CYO participation handbook
- Coordinate with school district and local high schools
- Coordinate with CCD
- Prepare activity and budget proposal for Advisory Working group to review