

Central Lutheran School Board, June 30, 2008, minutes by Mary Zastrow

Present: Andy, Janine, Michelle, Mike P., Mark S., Matthew Trapp 651-261-4848, Mary  
Absent excused: Lynn, Mike L.

Staff, pastors, visitors: Bob Kuhlman, Jackie Illian, Jennifer T., Jackie Yernberg, Pastor Dick  
Goebel, Michael Groh, Pastor Seabaugh, Todd (chair Emmaus), Mark L., Pastor Tom Trapp.

Bethel(1) - Mike L. Emmaus(1) - Mike P.  
Jehovah(3) - Mark S., Matthew Trapp, Mary.  
St. Stephanus(4) - Andy, Lynn, Janine, Michelle.

Mary opened with a devotion - God is our Counselor and Guide

Minutes APPROVED.

### Strategic Planning

Michael Groh (look at his web site michaelgroh.com) - biography, Minneapolis, education -  
UMN & seminary, consultant since 1974, US and Eastern Europe. Worked with Dick Goebel 20  
yrs, strategic plans for many non-profits. Loves development. Experience with educational  
institutions - taught at U community development classes, worked with MPLS alternative school  
network, worked with schools in Eastern Europe.

CLS did strategic planning three years ago (finished in March 2005). We had five primary goals.  
Strategic Planning committee and administrators will do an evaluation of how we did on the  
2005 goals.

This time - decide on goals, then how to allocate resources to accomplish them. We are  
currently gathering information

Proposal from Michael Groh. Phase 1 - gather information. Bring information to July or August  
meeting. What the board needs to discuss are the value and philosophy questions and then  
implementation.

What does the board want out of the strategic planning process?

Does it include the business plan? Probably it should. Michael Groh wants to see the business  
plan being done by EC consultant.

Board needs to have better communication about the Strategic Planning process. Have the value  
and philosophy discussion.

We went around the table and gave suggestions of what we expected to get from Strategic  
Planning. Vision plan is needed for unifying people and to increase chance of success. Needed  
for development. Make sure all voices are heard. Must have a plan - use it for development,  
communication. Plan must be focused. Easy to get caught up in day-to-day - need to step back  
and take a broader look. Base plan on real data (testing, surveys, etc.) How to implement plan  
on day-to-day basis?

All present want to do a Strategic Plan.

First we set goals, then at least two measurable things to do, then a work plan to accomplish  
things, then how to do this day-to-day.

All constituents need to understand and buy in to the Plan. Board approves plan, then  
administrators carry out plan.

What do we want to see at August meeting? Both raw data and some suggested goals. Prior to August meeting, send data out first. Then after board has seen data, Strategic Planning Committee sends out our suggested goals.

Do we want to send a notice home in the parent mailing? If so, need it by end of the week. There will be a second mailing in August.

ESC summer. SA 23 enrolled, average 17 per day, preschool 19 enrolled, average 14 per day. New families coming in through the Parent Aware program. More children than will fit on the bus (three year olds in car seats take two seats.) Rebecca Jahr and Hannah Strasser are new ESC aides. EC is doing well financially for summer.

See back of EC report for details.

Marketing Report. Marketing blitz this summer - 5 pronged. Monitor ad July 10. Cost \$479. (To area bounded by 280, Larpenteur, Marshall and 35E - about 22,000 homes) (Most likely to send children to CLS are people nearby and people who value faith based education.) A marketing piece is going out to recreation centers and businesses, with coupon for \$500 off first year tuition (publicizing an existing program). We are also putting something into ValPak. We will be working with other Lutheran schools on this. ESPL is participating. We are talking to KOK and Redeemer Wayzata. We are preparing our St. Paul Pioneer Press tabloid insert on August 10 (\$3144). This price includes presence on web site. We are placing an ad in the August Minnesota Parents Magazine. Jackie encouraged MN Parent to run article on Parent Aware. October 4 (same day as Marathon) there will be an education fair at Como Park. Jackie Y. will have a table. Jackie Y. visits companies. Jackie got the list from the Monitor of which businesses the Monitor goes to and she will visit these companies. ValPak did research on non-public schools. 38% of families with income \$75,000 per year or over sent children to non-public school, many to city schools.

Election of officers. Matthew - chair, Mark S. - vice-chair, Mike P - treasurer, Mary - Secretary. APPROVED.

Did team building.

For next meeting, think about a book of the Bible we could adopt for next year.

We need to get information about the board to the CLS parents. Put up information on the Board bulletin board (between Science Room and offices). All board members send a photo to Mark S. Should the board have a table at registration day? Make sure board is invited to picnic and back to school night.

#### NEXT MEETINGS

Tuesday, July 15, 2008, 6:30 - 9:30 PM

Tuesday, July 22, 2008, 6:30 - 9:30 PM

Monday, August 18, 2008, 6:30 - 9:30 PM

Pastor Seabaugh closed with prayer.