



2nd Parent General Meeting

2/7/18

2017-2018

Invocation

Vote for our School!!!

- Please vote for us!
- Stay tuned for the date
- Deadline 4/30



Housekeeping items

- ◆ Bathrooms in Hall for adults only (Safeguard the Children compliance)
- ◆ Childcare is free tonight, but must be potty trained. Siblings 4yrs and over. Student will use Jr. high bathrooms
- ◆ Unsupervised children will be sent to daycare

Remind App

- ◆ Get urgent information on your phone
- ◆ Code:





Infinite Value. Limitless Potential.

Introducing a major marketing initiative to share the infinite value our schools have to offer.

Why do we need this?

Just 8% of Catholic school-aged children attend Catholic Schools. A few decades ago that number was closer to 60%. Our schools are strong, our leaders are energized, and kids do better when they attend Catholic Schools - the data supports it. We know we can do better.

How did we get here?

After some initial research by NCEA, it's clear we have a perception problem. Data indicates that parents perceive Catholic Schools as academically weak, indoctrinating, unaffordable, and a cookie cutter option for their children. We know that's not true. We have a great story to tell, but we need to tell it - loudly and clearly.

So now what?

The Archdiocese of Los Angeles is launching a multi-channel marketing initiative to increase awareness about the value of a Catholic education and help boost enrollment at Catholic elementary and high schools throughout the Los Angeles, Ventura, and Santa Barbara counties. The initiative soft-launches during Catholic Schools Week 2018 and is ongoing based on measurement results.

Goals

- Increase awareness of the value of Catholic education
- Drive new interest to tour Catholic schools
- Build advocacy among current parents
- Increase retention at current schools

Approach

- Brand update with tagline for Catholic Schools
- Surveys + staff/school feedback
- Paid advertising (print, digital, OOH)
- Compelling stories of success
- Photo, video, and print content
- Social media activation and interaction
- Events, PR/media outreach, activating spokespeople
- Professional Development resources

Fundraiser

- ◆ Pretzel rods/gummy bears (Samples passed out by Leah and Geneva)
- ◆ Jog-a-thon info (Berendo Gate closed 2/16)
- ◆ Scrip (gift cards): Groceries and Gas (Albertsons/Vons and Home Depot in office) rolls over to tuition if you reach your limit
- ◆ Vicki Marsha Scrip, B&N coming up (every little bit helps: purchase in office!)

Guest Speakers

PLC Fundraising Chairs: Leah Nakayama and Geneva Varquez

PLC Chair and Co-Chair: Pattie Padilla and Gricel Guzman

Officer Villanueva: Safety

Jim Torii (Fiesta: sign up for mandatory hours at end of event: offering wristbands again to students)

PLC and Upcoming Events

- ♦ Open House/Catholic Schools' Week: Sonia Martin Chair
- ♦ Spaghetti Dinner (Silent Auction Prizes): March 3, 2018 50's theme (head count/survey: pre-orders due by 2/23)
- ♦ Survey from Jr High Instrumental, ADLA surveys, WE NEED YOUR VOICE and feedback!
- ♦ Cutting Party: Next Thursday (sign up with PLC chairs for service hours)
- ♦ Service Hours: Must Benefit Whole school, encourage service in your children as well, mandatory Jr High service hours
- ♦ Volunteers needed for Interior maintenance, US Big Map
- ♦ Tribes PD for teachers in August

Highlights

- Onward Readers: Smet Foundation 3 year ELA Grant
- Wi-Fi Infrastructure C3 grant \$26,000 worth
- Folklorico: 1st place in Dance Category at PV Christmas Parade
- Girls vball: Undefeated season, Girls bball: playoffs (Looking for coaches...see me if interested...) School is what you make of it!
- Growing Great: Steinmetz Foundation, STEM Lessons/Garden

[School Video Commercial](#)



Tuition

- ◆ Many schools raise tuition EVERY year, please shop around and compare prices and facilities. We kept it same for 5 years and raised it last year.
- ◆ Increase in minimum wage, high overhead, new facilities, maintenance...
- ◆ NO INCREASE IN TUITION for 2018-2019
YAY!

Looking ahead (re-registration)

IMPORTANT EARLY REGISTRATION and RE-REGISTRATION INFO for RETURNING FAMILIES FOR the 2018-2019 SCHOOL YEAR! (EXCEPT THOSE WITH HOLDS...)

Current families can re-register on 2/20 (A-K last names) and 2/21 (L-Z last names) from **6-8pm in the Hall**. **Secure your child/ren('s) spot for next year, or you may be placed on the wait list.** All tuition contracts and parent handbook forms must be **signed at re-registration**. Non-refundable registration Fees are: **\$150/child**: returning students and **\$175/child** for new students and **LATE** registrants. ***All families MUST pre-register using the online link on the home page*** so we can garner accurate information and you can sign up for PLC choices before you arrive. The direct link is: <https://goo.gl/forms/JidCZ6LX7QjaBDrO2>. If you need to apply for tuition assistance next year, please speak to Mr. Aguilar. You may pre-pay for registration fees in the office and fill out the re-registration packets ahead of time, to expedite your time in the hall on your assigned night. **Families must sign up for their 8 Fiesta Hours, and can do so starting with Jim Torri at our General Parent Meeting on 2/7.**

Registration process: Mandatory Pre-reg link, registration packet, option to pay early and avoid lines: must come to Reg night (2 nights, ABC order) or will be wait listed. Sign contract with Mrs. Grey, read and sign most updated handbook

Registration cont...

- Registration holds, not automatic
- If you are not happy for any reason, talk to me first.
- Always want exit surveys: what worked, what didn't, what can we do better next time, we will help you find a school that is the right fit.
- Some classes already have a wait list. March 1 opens up to the public, even though we are selective in who we accept.

At pre-registration online, you were to list your Top 4 choices: it is YOUR responsibility to follow up with PLC leads to earn your 25 mandatory service hours for the year.

25 hrs at \$10/hr or \$250 buy out

PLC COMMITTEES

***BEAUTIFICATION/
MAINTENANCE***

CHILDCARE

CHRISTMAS PROGRAM

DEVELOPMENT

FIESTA CLEAN-UP

HOSPITALITY

***COMMUNITY SERVICE
OPPORTUNITIES/PARTNERSHIP***

LEARNING LAB

MARKETING

PUBLICITY

SAFETY

SPRING PLAY

STUDENT LIFE/FACULTY LIFE

TECHNOLOGY

***CATHOLIC SCHOOLS WEEK/
OPEN HOUSE***

COMMUNITY OUTREACH

DANCE COMMITTEE

FUNDRAISING

INTERIOR MAINTENANCE

***LANGUAGE DEVELOPMENT
(Spanish/Tagalog)***

LIBRARY

MONTE CARLO NIGHT

ROOM PARENTS

SPORTS/COACHING

SCHOOL/CHURCH CONNECTION

SUNDAY FOOD SALES

Important Reminders

- Have your kids come in proper uniform. Clean and Ironed
- START: a bullying assembly with actual solutions (Gardena PD to offer services to our school through our School resource officer: Off. Villanueva)
- Morning Care 7-7:30am next year: volunteer parent (do not drop off your child before then, no more 6:45 dropoffs)
- In an effort to help Pablo in all his duties as custodian of our school and to keep costs down, we have parents who have stepped up to help clean bathrooms and lunch tables, parents want to help the Interior Maintenance PLC to earn their hours. Some have offered to help us deep clean the school once a month: public common areas. THANK YOU!!

More Reminders

- Social Media:** beware of what your children are watching/doing
- **TTS lessons** taught by 2/15
- **Virtus bulletins:** parents must be up to date, every parent should take Virtus training. All chaperones must have ADLA livescan and Virtus done
- Referral Incentives** for families: \$75/\$75 Scrip (Dec and June) refer families in good standing. Per family, not per child.
- Valentine's Grams** sold by 8th grade: every morning this week on brown benches

Divide and Conquer

Teachers

- ◆ Listen, Communicate, offer solutions
- ◆ Parents
 - ◆ Grade link, chain of communication, follow up with students
- ◆ Students
 - ◆ Grade link, responsibilities, follow ups with teachers and parents

Final words...

Fiesta: Jim Torii sign ups

Concession in Back...

Arts Alive: Jr High Instrumental Program

Grade 6: Violin 2/23

Grade 7: Keyboard/Guitar

Grade 8: Choral Singing

GOOD NIGHT!