

St. Joseph Catholic School committee minutes.

November 6, 2025

Attendance: Kimberley Bayer, Jeremy Blackwood, Tricia Bons, Fr. Justin Lopina, Sr. Merin, Beth Moody, Kate Morgan, Sara Quates, Johanna Schmanski, Sarah Tolliver, Bryanna Van Vreede, Monica Warren.

Meeting began at 6:30pm

1. **Visit from police officer.** Wauwatosa police officer Griffin, a school resource officer, attended the first part of the meeting to answer questions. He is very experienced as a SRO and is trying to visit the school regularly and be a visible presence.
2. **Teachers' Report.** *Mrs. Bons.* The Thanksgiving box drive is underway. The teachers' lounge is closed as flood damage is being repaired. As a result, conferences were moved up a week, and parents seem okay with this. Report cards will be out the week before Thanksgiving via Power School.
3. **Old business.** Entryway canvases, with photos of students and staff, are being updated by Sara Quates.
4. **Alumni Event.** Discuss making the Soup and Chili Cook Off an event specifically geared to SJS alumni. The downside is it is later in January and current college students may have gone back to school. Discuss other means to identify alumni names: reviewing old yearbooks, reaching out to former staff.
5. **Powerschool.** Report cards are being delivered to parents virtually this year through Powerschool. Powerschool has the capacity to make needed reports directly to the DPI, saving work for the administration. Discuss obtaining training and funds for principal and several staff members so this upgrade is possible.
6. **Social Media.** Sara Quates and Mrs. VanVreede went to the schools, marketing, and parish communication workshop through the Archdiocese. The focus was how to use social

media thoughtfully but in a way that is not overly sanitized. The training emphasized that the web site is a mission tool that reflects the school values. It discussed search optimization: Using keywords (and keyword-finding tools), it is possible to label photos in a way that makes them more likely to show up in search engines. Facebook and Instagram are the most important platforms to reach potential school parents. Discuss creating a social media email, so parents can send photos to one school email address for the school to use if desired. Linking to the school website as first comment in all social media posts is also a good practice. Sr. Merin described a school in Africa run by her sisters that had a good response recently to a Youtube video marketing push. Also discuss whether the marketing subcommittee needs to expand to include more members, due to the amount of work to be done.

7. **Tuition for next year.** Discussed proposals for tuition increase and voted. Principal gave an overview of the options for opening choice seats.

Meeting adjourned at 8:00 p.m.