



SCS Parent/Board Forum

January 5, 2010

January 14, 2010

Meeting Minutes

Importance of SCS as SMC Ministry

For 48 years, Scotfield Christian School has been a key ministry of Scotfield Memorial Church.

Our goal is to minister to children and young families in our area. We believe in building into children and building disciples who will one day be missionaries, pastors, Christian business men and women and Godly husbands, wives, fathers and mothers.

We believe the impact we have today in the lives of these students and their families will impact the world tomorrow for the benefit of His kingdom.

We look forward to many more years of doing God's work here at this school.

Function of the School Board

The role of the Board is to govern the School on behalf of the Official Board of Scotfield Church.

The Board's focus is to be on progressive vision for the school, while day-to-day operations of the school are handled by the Head of School.

The Board works to ensure the School is accountable to the church as a Scotfield ministry, while in turn making sure the Church is aware of the needs of the School.

In 2010, the Board is focused on two key areas: Growing our student enrollment, and securing additional outside funding to supplement the revenue from tuition and what is provided by the Church.

Growing our Revenue Base

Historically, most of our revenue has come from two sources. The first is tuition. Second, is a ministry contribution from Scofield Church. The Church also provides the facility, and maintenance and some administrative staff at rates much lower than market value.

It is important for us to work on growing a third source of revenue – tax-deductible contributions from alumni families, current families and other friends of the School.

This additional source of revenue will enable us to: supplement tuition to cover our operating costs, help us make sure our tuition remains competitive; potentially pay for additional programs or staff that our tuition would not be able to cover; and potentially provide scholarships or tuition assistance to deserving families.

To raise these additional funds, we established the SCS Annual Fund last year. Historically, almost all private schools have an annual fund. We are a little late to the party, but pleased with its progress so far.

Last year, we rose over \$130,000 in total fund raising effort.

Funds received to date: \$7,000 in additional scholarship money, \$18,000 in gifts, both solicited and unsolicited.

You will see our Annual Fund kick off in the coming weeks with our new theme for 2010...“Partner Today, Impact tomorrow”... and culminate with our Annual Fund dinner, to be held May 1st.

In addition, we have been much more deliberate in the past year establishing and maintaining relationships with our alumni families and other school friends, and being more intentional in our requests for end-of-year charitable giving. We have created and distributed our first alumni newsletter. Mrs. Martin has begun to meet individually with alumni friends and potential donors. And we are forming Development Committee to assist in this effort, consisting of SCS parents, alumni and other professional friends of the school.

Growing our Student Enrollment

We’re also being more aggressive in marketing the school.

With the help of a financial donor, several thousand Open house fliers were sent as a mass mailing to Lakewood area homes in October of 2009.

A third Open House was added on last January 14th and brought 10 families to our doors. There is a final Open House February 25th @ 7:00 p.m.

The Board has approved a more extensive advertising program in support of these events.

A week-long radio advertising schedule ran on KLTY, 94.9 FM, promoting the school and the January 13th Open House.

We will also have another equally prominent advertising program – either on the radio again or in print – promoting the February Open House.

We are reaching out to all the area preschools and preschool associates to make them aware of our new pre-k fees.

Yet, the most effective marketing remains word-of-mouth. So we will ask you again to help us publicize the Open House by displaying our yard signs in your front yard. If you don't have a SCS sticker on the back of your car, please join us in displaying those, too. We have those available for you this evening to pick up.

We strongly desire that many more families experience the blessing that is Scofield Christian School. So we have taken on the following initiatives:

We have frozen our 1st-6th Grade tuition from 2009-2010 to 2010-2011. While our revenue from tuition must continue to cover most of our operating expenses, the Board felt we must recognize the economic crisis and the impact it has had on many families.

We decided to be more aggressive with our 3K, 4K and 5K tuition. Our pre-K tuition is competitive with other church-offered preschools in the area. And when you look at our operating hours and what is offered here, we believe we offer a better value. Tell your friends.

We have made it more profitable for you to tell your friends about SCS. We have implemented a new referral bonus system. For every student you refer, if that student successfully registers and attends SCS the following year, we will apply a discount of 25% of the value of that student's tuition against your own tuition payment. That means it's possible for you to achieve 100% of your tuition covered by referral bonuses. All you have to do is refer enough students. So make sure you let the office know each student referral.

Presented by:
Brian Renaud, SCS Board Vice Chairman
Stephanie Martin, Head of School
On behalf of
Scofield Christian School Board