

School Board Workshop September 2007

Feedback from Attendees

- 98 questionnaires received (out of approximately 150 attendees): 65%
- Similar to previous years, Marketing and Strategic Planning are the topics on which most School Board members want training. Financial Planning, Communicating with the School Community, Parent Volunteerism, and Development are also important topics for Board members.

Which of the following topics would be most helpful to your School Board as topics for training?		
Topic	Number of Mentions	Average Score (1=most helpful)
Marketing the School	60	2.25
Strategic Planning	56	2.48
Financial Planning/Mgmt.	47	3.13
Communicating with the School Comm.	46	2.93
Parent Volunteerism	44	2.82
Development	37	3.16
Recruiting Board Members	27	2.81
Overall Board Training	25	3.04
Networking with other Boards	21	3.62
Meeting Management	17	3.29
Conflict Resolution	15	3.40
Catholic Identity	13	2.69
Role of the Board Chair	8	3.50

- 100% of respondents enjoyed the workshop.

What was helpful to you today?

hearing other board members experiences and ideas
 board training for the first year new member gave me direction
 the marketing meeting really opened by eyes to ways we might be misdirecting our efforts. It's given us a great opportunity for dialogue.
 any and all information is always helpful
 financial planning/management, strategic planning; both topics very helpful along with handout;
 it was well done, however, acoustics in the multi purpose room are not good - too much resonance from the speaker system
 sessions were very informative! As a new board member from school who has a few areas to improve, I found/took away a lot of information. Overall- very good workshop.
 alumni planning
 interactions with other schools' board members
 getting together
 the networking

the philosophy of DSB
Hearing from experts; making contacts
good information and food for thought; I learned a lot, and also felt very welcomed; thank you
first is the new member orientation, and the overview of everything
all
as a new board member I found that sessions very helpful; I would have liked to attend more of
the sessions
new ideas about AF
marketing
experience and enthusiasm of the participants
the interaction with other schools
session with alumni - really great information
seeing others' commitment to our children's education - inspiring
ideas on how to contact and solicit
open dialogue to learn from others
alumni relations was especially helpful and informative; many ideas we will be able to
implement right away; AF was also very helpful and presented some new info for us to work
with
the annual fund was great; meeting some of the Dioc. board and superintendent
seeing the people who work at diocesan level
great insight from instructors (Mktg, Strat. Planning)
new member orientation
it was helpful to hear how their schools do things as well as the support of the diocese board
members
meeting other schools board members who have similar and different challenges
well organized and presenters well prepared
meeting other board members, bonding with own board members
all alumni relations info and annual fund info - was very helpful with lots of great ideas
capital improvement
I learned a lot of ABC marketing
sharing
new board member orientation
very good information
hearing others talking about their experiences
finance and board member orientation
the experience in the alumni relations was helpful to know where to begin even though there is
a huge difference between high school and elementary school development
finance specifics; planning strategies and specifics
planning elements for our school; all our board members were impressed
the marketing workshop; good info and supportive ideas
both sessions ere beneficial; especially shared ideas at alumni relations
all very helpful
email communications and networking with how other schools communicate
both workshops were helpful - new member and strategic planning
networking
everything
sessions were the right length and allowed for enough discussion
new topic on alumni
strategies for alumni fundraising
exposure to board members from other schools and meeting the dioc. bd. Members
Introductory presentation and group discussion

more discussion/Q&A, less formal presentations; the learning from others was key
idea gathering
printed materials and visuals that were available
getting email address for different forms and information
Capital planning and finance
having the positive attitude of all participants
attending this meeting has increased my energy to do the best for our school
marketing!
alumni relations
sharing of ideas (all participants); handouts for break out sessions re great; location (CC) was
great for me
marketing and alumni
attended email and new board member sessions - both terrific!
clarifying that boards do have actual committee work and aren't only advisory
break out sessions - particularly alumni
The new board member orientation, the camaraderie, the basic rules
new school board member
good review of what our school is doing; ideas from other schools
I am a new member so I really benefited from the new member orientation
great leaders, helpful and informational
food! Basic info and advice on strategic planning; specifics on email communications
new ideas and technology
marketing our school; identifying targets
exchanging ideas, techniques, strategies with fellow board members
annual fund session; info from other schools!
hearing the experiences of others
The annual fund training
orientation for new board members; meeting, hearing from other schools/parishes
the sessions
marketing workshop
great presentation on finance and marketing
strategic planning
the community

What could have been improved about the event?

options for longer classes
nothing. Great job!
can't think of anything - it was great!
CP
Better intro of breakout session; more take away "tools" on hand
email communication felt like a "sell" for constant contact; would of liked to hear how to get
people to read, contents, how it affects annual fund
have a recycle bin; have a session on meet your neighbor
more info about resources available from the diocese for schools (not only school board, but
also principals/admin, faculty, etc.)
a little more time!
more time to visit with board members other than our own
longer!

understanding long term goals of the diocese
 not so early; start at 9?
 longer breakout sessions
 In finance, a little more depth would be good; basic
 it was just the right length of time as well
 very nice event; I think most here were elementary -- please (if possible) direct info to that level
 focus on elementary schools vs. high school
 we finished at 11:20; more may have come if they knew this accurate time frame
 a third topic (breakout session)
 keep adding new topics each year
 website links to other schools strategic plans and examples
 3 sessions
 give us a 3rd sot or another session; extend overall by 30 min.
 adding another session, since we planned to stay til noon
 follow-up session or information shared today followed up by email
 Give announcement ahead of schedule of date and time to allow for planning the date into a
 very busy schedule
 you are doing a great job
 more time!
 it was great; nothing
 nothing!
 would have enjoyed going to more presentations
 hot meal
 nothing
 the event went well; I don't know what can improve the event
 I would like more sessions... 4-5! Also time to round table by committee or idea!
 well worth the time. Excellent event.
 more breakout sessions (at least three)
 contact information of presenters; perhaps regular, quarterly events to aid in measuring
 successes, needs, etc. and offering tools and support
 nothing
 expand to enable at least 3 sessions or adjust the time of each session

- All breakout sessions were well attended.... Attendance appears fairly equal across the sessions.

Topic	Session 1	Session 2
Alumni Relations	9	11
Annual Fund	8	10
Capital Planning	11	6
Email	8	10
Finance	6	13
Marketing	15	7
New Board Member Orient.	12	7
Strategic Planning	9	14

Session 1	Session 2	What about the sessions was helpful?	What could have been improved?
New	CP	As a new board member, I found the information regarding what questions to ask very helpful	
New	Email	both	a little bit longer
M	Fin	Great ideas and feedback	incorporate mentor/mentee concept in future meetings
Alumni	Fin	Being new to school board membership I enjoyed the wealth of information	
Annual	Alumni	Both needed at our school - so all info received was helpful	
Annual	Alumni		
M	Alumni	Hearing what issues others are dealing with and getting feedback. Loved all the opportunities to develop alumni	
CP	Alumni	all the ideas that were shared - which inspired my ideas	
New	SP	gain a basic understanding of the process	
M	CP	opportunity for members to share knowledge and experience	could have been longer with more in-depth material
Email	M	seeing examples of BOD's newsletter and connecting with constant contact the orientation was very helpful and gave me good perspective; may good ideas at annual fund presentation	marketing session could have been meatier (provide more examples)
New	AF		
New	AF	new member orientation	give us at least 3 sessions to attend to
CP	AF	good presenters	
New	CP	Insight from others; questions on how others handle items, board make up, etc.	Give us 3 sessions
Email	AF	ideas re; how to solicit/thanking	
M	Alumni	identifying market segments; tracking alumni	
CP	SP	formatting; sharing what other schools are doing	
Fin	New	Finance - the handout and red flags discussion	
AF	Alumni	in both sessions, really great specific suggestions	
Email	AF	good sharing of ideas	
CP	M	sharing ideas that would work	
AF	Email		
Email	New	good info in both	email classroom; tv display was "not as clear" as needed to be
M	SP	dialog with other board members	smaller group discussions to ensure everyone could participate
New	Fin	Info was very relevant to life at our school	
New	Fin	everything	

SP	Email	input from participants about challenges and solutions	
M	Alumni	marketing very helpful ideas; alumni - good - well structured; perhaps more for high school	more time might have been good in some areas
CP	Fin	Insights to the processes; feedback from other members; how other schools handle things; diocesan guidelines	
Fin	CP		More time
SP	CP	Sharing	
New	SP	both of the open discussions at the end of the sessions were great	I would have liked to see some sample strategic plans
		I enjoyed hearing what some of the other schools have done in terms of annual funding/fundraising that is successful	I would have like to hear more specific examples of creating a strategic plan (go through one narrative in detail)
AF	SP		customized discussion to questions participants have
Fin	New	all information	finance was basic; would have liked to see a sample financial of an exemplary school
New	Fin	New board member goal, objectives; enthusiastic and knowledgeable	
Alumni	Fin		
New	Fin		
Alumni	AF	ideas from other attendees	
SP	AF	good cross section of attendees	
		sharing similar concerns, ideas, etc.	
Alumni	M	open discussion, to allow discussion between schools	
		email - every minute was helpful - seeing sample, hearing from user as well as expert trainer; alumni - start collecting info now!	I would have enjoyed an additional breakout session
Email	Alumni	good information	
New	SP		
M	SP		
AF	SP		
Alumni	Email	The information shared	I thought they were very good
		Both gave info on diocesan policy in area	
CP	Fin		
Alumni	M	Good communication with others	
		The speakers' knowledge of the subjects and handouts	
SP	Alumni	Examples to browse; energy of Linda and Kathy Hill	
New	SP		
M	AF	OK	OK
		alumni relations was fantastic - a lot of great information, ideas, etc.	more time for discussion among attendees
M	Alumni		Finance - more practical info; coverage of A&M material/policies; more opportunity for dialogue between schools
Fin	SP	Seeing what other schools do	
M	AF	meeting others; getting ideas	
Alumni	Email	personal experiences of presenters	
CP	Fin		maybe a little longer to be able to

CP	Fin	how to improve board planning process	cove more questions
SP	Fin	very informative	information shared was great; not enough time
M	Email	marketing - simple and to the point	
Alumni	SP		
Alumni	M	Sharing with other schools	
Email	New	Great info - well organized	
		Clear steps to support my role as member; love having handouts for all the sessions	
SP	New		
Fin	Alumni	learned so much	needed to go to more sessions
		Annual giving - seeing other schools' handouts	
AF	M		
M	New		maybe 15 more minutes per session; they were just a bit too short
		email - we should all have this; inexpensive; parents need it; SP - very helpful; we need to do this	
Email	SP		
SP	Email	brief introduction to new ways of improving, specially the email communication	
M	Email		
M	Email	Both were very helpful	they were well done need to share diocesan level strategic plan and how each school can align their strategies with the diocese
		opportunity to vent frustrations and challenges; sample material understanding the process and purpose of the specific committee roles	more testimonials, challenges/successes
SP	M		
CP	SP		
AF	Fin	Annual fund	
Fin	New	New board orientation	nothing
M	SP		
SP	CP	sharing experiences	
CP	AF	informative	

Any other comments?

I enjoyed this very much; thank you!
 make email list of attendees available to all as soon as possible
 thanks! Great day!
 thank you!
 thank you for organizing!
 thank you for your time, leadership and hospitality
 terrific workshop!
 thank you for this training
 keep on having in-services/training sessions for school board members
 this could last 1 more hour, so we could go to a 3rd session; thanks! Great work!
 thank you! Great idea!
 thank you! I have so much renewed energy for my role
 thank you

thank you

thank you

finance perspective = more definite guidelines; is it really all up to the schools? The bylaws seem vague

very efficient, well organized! Thank you!

would like to see more participation on the athletic program

thank you!

maybe 15 min. longer for breakout sessions; discussion was often cut short

thank you

time could have been longer

keep it up

thank you for the great sessions!

help us with identifying those things that make us unique as a school with facts

very productive