

APPENDIX #2

**Catholic Education Foundation Board Retreat
Glen Oaks Country Club
October 18, 2014**

SUMMARY

I. Personal Expectations during Retreat

- God's presence
- Good thinking and sharing
- Constructive dialogue
- Spirit of cooperation-common goals
- Learn about current scholarship distribution policy
- Role of CEF in meeting needs
- Learn of specific benefits to the kids
- Inspired by Catholic education

II. Why do People Give?

- Believe in mission
- Catholic education is the best
- Help kids
- Give back
- Personal experience
- Give opportunity for Catholic education
- Our compelling story
- Can't say 'no' to Fr. Belmonte

III. Why do People NOT Give?

- Don't know us
- Don't recognize value
- No school-age children at home
- No school in their parish
- State of Catholic church
- Give to local school only
- Prefer to use money for themselves – personal priority
- Believe that Catholic schools NOT a part of the Catholic church's mission
- Confused with 'Big Shoulders' mission... think they are supporting Diocese of Joliet schools by supporting 'Big Shoulders'

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IV. What Are Our Challenges -- State of Our Catholic Schools (Fr. Belmonte, SJ.)

Upon sharing the Catholic Schools 'Dashboard' Fr. Belmonte introduced a reflection on the following challenges facing Catholic schools:

1. Crisis of values... moral relativism and nihilism
2. Crisis of commitments... fear of the truth (belief, speech) and goodness of life
3. Crisis in education... belief that personal goal should be career and not heaven-bound
4. Crisis of meaning... consumerism/transitory gratification

V. How Do We Respond? Raising Funds

ACTION ITEM:

Prioritize the following:

1. Focus on New Campaign (**#1 Recommendation)
 - New board members
 - Foundation support
2. Target Marketing/Funding (**#2 Recommendation)
 - Identify 100,000 families in diocesan census who are age 65 and older and might partner with CEF
3. Matching Grants program to schools
4. Increase Awareness
 - Social media (Facebook, Twitter, YouTube)
 - Move Your Feet/Special Events
 - Curriculum Night
 - Branding
5. Corporate support
6. Voluntary Donation Box on school admittance applications/FACTS forms
7. Employer Matching Gift
8. Planned Gift promotion/cultivation
9. Track our Scholars... through academic career including college

VI. How Do We Respond? Distributing Funds

ACTION ITEM:

From Jane Lager's report on the award process using FACTS, a 3rd party evaluator , the main question is: 'More dollars to less students or less money to more students?' Members agreed to:

Form a task force to study this issue more carefully and report back to the board. (Pat Lynch, Ed Burjek, Leigh-Anne Kazma, Mike Bava and Fr. Riva were recommended to serve on this task force)

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VII. How do We Respond? Reaching Out to the Hispanic Community

ACTION ITEM:

This discussion produced the following courses of action for the board to address:

1. Recruit more Hispanic CEF Board members
 - include ad hoc members of appropriate board committee
2. Increase programming and funding
3. Conduct outreach to religious education programs to recruit school students
4. Speak at Spanish Masses –promote enrollment in Catholic schools

VIII. How Do We Respond? Assessing Our Board

ACTION ITEM:

This discussion produced the following courses of action for the board to address:

Reorganize Committee Structure as follows:

1. Major Gift
2. Planned Gift
3. Awards/Distribution
4. Public Relations/Branding
 - Special events
5. Build Diversity (Nominations? Governance?)
6. Executive

IX. Synopsis of ACTION ITEMS

1. Create temporary task force to review/update the financial award amount of scholarships
2. Board members identify, cultivate and solicit 200 new major gift donors
3. Identify, cultivate and solicit 10 new Corporate Donors
4. Organize 10,000-piece mailing to family members ages 65 and over
5. Review/implement 3 planned mailings throughout the year
6. Recruit 40 volunteers for student recruitment outreach to parish religious education programs
7. Recruit 5 Speakers to present at all Masses one weekend at five parishes
8. Each board member to comment one time per week on CEF Facebook and Twitter social media
9. Recruit 6 qualified and enthusiastic Hispanic parishioners to CEF board
10. Reorganize board committee structure to include Executive, Scholarship, Donor Cultivation, Public Relations and Nominations.