Saint Andrew School Board

1710 W. Addison Street · Chicago, IL 60613 · 773-248-2500 · www.gosaintandrew.com

School Board Goals

Issued: 09.08.2026

This document is intended to outline the strategic goals for the 2026 -2027 school board session.

2025-2026 Board Goals and Results:

- Professionalize and Optimize the Board Structure:
  - New shared drive created for document retention and organization
  - Templates created for consistency and ease
  - Meeting structure modified to focus on critical top level discussion items
  - Report system created for efficiency and consistency
- Issue External Documents:
  - School Board Structure (Issued)
  - School Board Biographies (Issued)
  - School Snapshot (Issued)
  - School Event Calendar (Issued By Others)
  - Marketing Strategic Report (Delayed)
  - Tuition Comparison (Created Internal Document)
- Create Internal Documents:
  - School Board Calendar (Created)
  - Tour tracking document (Created)
  - Daycare list (Created)
  - Enrollment Tracking Spreadsheet (Created)
  - Board Survey Results (Created)
  - Marketing Strategy Document (Created)
- Focus on Key Performance Indices
  - KPI data added to each report
  - KPI data collected for tuition and enrollment

    - KPI consistency and data still needed for E&M and C&C
- Structured Tuition Conversation:
    - Timeline for tuition conversations formalized
    - Detailed analysis of financial standing and projections
    - Alternative tuition structures explored and discussed
    - Multi-year tuition transition implemented
- Improve Board Participation in Marketing Efforts
    - Committee expanded to 6 members
    - Website replaced by administration
    - Onboarding assistance with administrative marketing position

2026-2027 Board Goals:

- Professionalize and Optimize the Board Structure:
    - Improve monthly report quality and timing
    - Align associate roles with administrative needs
- Focus on Key Performance Indices
    - KPI data to be included in all reports
- Issue External Documents:
    - School Board Structure
    - School Board Biographies
    - External Survey and Survey Results
    - Tuition Comparison
- Internal Documents:
    - Update / expand tour tracking document
    - Update Marketing Strategy document
    - Create Marketing Benchmark Summary
    - Update Enrollment Tracking Spreadsheet
    - Issue Board Survey and Survey Results

2026-2027 Committee Goals:

- Budget and Finance:
    - Formalize Fundraising Strategy
- Marketing and Enrollment Committee Goals
    - Define Role of SASB Marketing Committee in relationship to the administration's marketing team
    - Assist administration in determining marketing objectives, audience, and campaign strategy
    - Revise report structure to reflect data, accomplishments, and focused needs

- Community and Campus Committee Goals
  - Improve facilities communication
  - Host more events and outreach
  - Strengthen connection with Parish
  - Strengthen / help utilize existing events to promote school / enrollment and marketing