

Ottawa Jewish Community School Board of Directors 2011-2012 Committee Goals

Sales, Marketing and Communication Goals

- Educate parents about the positive initiatives at OJCS
- Retention and public relations

Sales

Goals

- To improve perception of the OJCS
- To retain current families
- To educate our parent body in becoming better advocated for the school through the parent ambassador program.

Marketing (Recruitment)

Goals

- To appeal to a broader Jewish community
- To increase enrolment
- To discuss tuition pricing with regards to marketing the school to appeal to a broader community

Communication

Goals

- To improve communication with our own parents
- To improve our visibility and communication at all community events, media, social networks etc...

Fundraising Goals

- Create fundraising agenda for 2011-2012
- Maximize revenue from major events
- Introduce "friendraisers" to build goodwill within parents and student body
- Oversee PTA duties
- Create list of giving opportunities
- Formalize system to manage donated funds
- Develop a positive culture of giving
- Cultivation of Constituents and alumni outreach

Governance Committee Goals

- Board retreat
- Board calendar
- Coordination of committee's yearly goals
- Educational sessions for the board
- Committee terms of reference
- Head of school assessment – Interim review Jan. 15
- Succession planning
- Board assessment

Quality of Education Committee Goals

A. Standardized Testing

Goal

- To develop a recommendation to the Board regarding the use of standardized, school-wide educational testing.

B. Judaic Curriculum Reform

Goal

- To complete the revision and reform of the Judaic Curriculum

C. Teacher Performance Evaluation

Goal

- To implement a cost-effective performance management system to evaluate teacher effectiveness, that is informed by the OJCS Strategic Plan, best practices, evidence and goodness.

D. Measures of Quality of Excellence

Goal

- To implement a “report” card to evaluate the school’s progress in achieving its objectives as defined by the Strategic Plan.

Audit Committee Goals

In alignment with the audit committee terms of reference that were developed during the 2010-2011 school year and prior year experience, the audit committee will oversee the following:

- Financial reporting (includes budget process)
- Internal financial controls
- External audit
- Resources of the school
- TAC
- Tuition – Pricing
- Union negotiations (and related issues)