



From: Deacon Vernon Dobelmann

Easter Tuesday 2019

Dear Catholic Community of Council Bluffs,

He is risen! I extend to you my best wishes for a truly joy-filled Easter season.

Although I will not officially begin my new role for two months, I wanted to give you an update about where we are in the process of making this transition. I am already actively involved with reviewing the strategic plan composed by Meitler Consulting, Inc. There are some very helpful insights contained in this research that will guide our work as we build upon our strengths and also address areas of concern.

The Foundation board president has reached out to me and we have been in communication several times to discuss a variety of issues. It is essential that we have a strong Foundation with substantial financial resources to assist the students at St. Albert. A well-funded Foundation assures the long-term viability of the institution, and it makes Catholic education accessible to all students regardless of their socio-economic background. Working with the Foundation board will be one of my top priorities.

The social media outreach of St. Albert has been impressive. I have been monitoring the site and I am appreciative of the information communicated through this format. I will be looking at ways we can enhance our outreach through multiple avenues to more effectively recruit and enroll students, stay in touch with alumni, and solicit support for the work of St. Albert Catholic Schools. There are some good things already in place which will help us grow this area more quickly.

I have already registered for a national conference on institutional development. It is essential that I am well-equipped to lead St. Albert into a fiscally sound future. This conference will help strengthen my knowledge base to more fully understand all aspects of raising funds for a Catholic school. While I have done a significant amount of development work in the past, I want to be sure my skills are up-to-date and proficient. We will utilize current best practices to market the wonderful attributes of St. Albert and commit to positive public relations across the media spectrum to successfully garner wide-ranging support from all those who desire the long-term success of St. Albert Catholic Schools.

Finally, I will be making a visit to St. Albert on May 12 and 13 to attend a variety of functions. It is my hope to meet and greet as many people as possible while I am there. During this visit I will also meet with the leadership team. I assure you that the team will be moving forward with the hiring of personnel to fill any vacancies as needed. This includes, but is not limited to, teachers, athletic director, and support staff. In addition to personnel matters, we will also make plans to address other areas of immediate concern regarding facilities, curriculum, scheduling, and anything else that warrants a sense of urgency. It is my goal that when we all arrive in July to begin our official duties we will be ready to hit the ground running. This will ensure a productive summer and a smooth start to the 2019-2020 school year.

The recent success of the auction has given us the momentum we need to look toward a bright future. I am excited about the possibilities that lie before us, and I look forward to working with all of you to accomplish great things.

Celebrate these fifty days of Easter well. Thanks be to God. Alleluia. Alleluia.