



Muskegon Catholic Central

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President's Remarks

In the Transition Plan that I presented to the Board of Trustees earlier this spring, one of my goals was to meet and have an impactful conversation with one hundred Crusaders in the first one hundred days. Though I did not actually put notches on a stick, I am pleased to inform you that I was able to far surpass that goal. The conversations have been warm, comfortable, genuine, and honest. I so greatly appreciate how the insights and stories have helped me gain a better understanding of what it means to be a Crusader. It has been an absolutely great first one hundred days.

The Board did an excellent job during the interview process of outlining the issues I would face as President. Many of the conversations only helped to solidify those issues and were helpful in framing a sense of direction. I heard about excellence in the classroom and on the field or court of play. I heard great stories of friendships and connectedness that has lasted through the years. In speaking about the present, nine out of ten conversations ended with the statement... "But, we just need more students." Everyone is recognizing and acknowledging that enrollment is the elephant in the room. Yes, it is true. We need more students.

Early in July, I met with board member Don Kalisz. Our conversation quickly turned to how we might approach this issue strategically. After discussion and prayerful discernment, we agreed on the following:

- Utilize the great academic, athletic, and fine arts tradition at MCC as an important base.
- Work through a process that would allow us to define and articulate a consistent brand and messaging for MCC
- Insure that the process was inclusive of all stakeholder groups – faculty, staff, Board, parents, pastors.

The process began a few weeks ago. Many of our administrative staff members met at Revel Marketing Agency, and Don walked us through the "Start with Why" process. Don facilitated a similar session for members of the faculty and staff a few days later. The Board of Trustees will be next. The conversations thus far have been energizing and insightful. Utilizing the information gained, it is now time to invite each of you to participate in this important process.

Over the next few months I would like to hold a series of Listening Sessions. My hope is to gather in small groups, with a maximum of ten people, in a comfortable setting of someone's home. I would have four or five open-ended questions prepared to help facilitate the discussion. The questions will be designed to allow you to share your story. I am convinced that sharing and listening will provide incredible insights and ideas about a future direction. My hope is to find a way to include in separate sessions parents who have chosen to not enroll their children at MCC. We have much to learn from them about their decision.

I am willing to schedule as many of these Listening Sessions as needed. I need your help in three ways:

- Agree to host a Listening Session in your home
- Agree to attend a Listening Session
- Agree to encourage all Crusader families to attend a Listening Session

The work of scheduling Listening Sessions is beginning. Jene' Convertini has agreed to help with the management and coordination of the Listening Sessions. If you are interested in hosting a session, please call Jene' at 231.578.9067 or email her at 12mnsb@gmail.com. You can also reach me via phone at 231.291.0324 or via email me at krasp@muskegoncatholic.org. My hope is to schedule as many as twenty Listening Sessions. Once we have dates set, information about how to sign-up to participate in a session will be distributed. Our goal is to have the Listening Sessions completed by Thanksgiving. Please contact Jene' today.

I am incredibly excited about these sessions. I am confident that ideas, thoughts, and insights generated will be impactful, creative, and forward-thinking. The process of communication and conversation is always good. All are invited to participate.

I appreciate all you do to help us fulfill our mission of excellence in Catholic faith formation and academics. Your comments and insights are important to me. I can be reached via phone at 231.291.0234 or via email at krasp@muskegoncatholic.org.

May God's peace be yours!

A handwritten signature in black ink, appearing to read "Ken R. Rasp". The signature is written in a cursive style with a large initial "K".

Ken R. Rasp, President
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