

AGENDA

FCLA Governing Board	7 am	8:15 am
Type of Meeting	Start Time	Adjournment Time
March 11th, 2019	Lightning Room	Julia Squier
Date	Meeting Location	Recorded by

Attendance/ Guests/ Introductions: Claudia Tischer, Kim Willems, Kevin Tubbs, Renee Ulman, Gregg Syring, Lori Krueger, Stephanie Lewandowski, Kristie Moder, Patrick Lee, Julia Squier

- **Approval of February Minutes** – Lori motioned to approve minutes; Stephanie 2nd; approved unanimously
- **Curriculum-related update** - BALA (Big Arts in the Little Apple) event was this past Saturday at the PAC – great pieces and spectacular event; art pieces are displayed throughout the community)
- **Enrollment Update** – students primarily from Classical, home-school – KA numbers have declined; push to KA contacts with focus on leadership and also to current students at North – appealing to leadership opportunities and senior capstone project experience; 17 currently applied for freshman year, so total enrollment around low 84/85 (goal is 100); marketing focus on portfolio development, senior capstone project and rigorous curriculum; alumni connection/benefits they discovered firsthand critical; no marketing plan in place to follow up – shadow days critical; get follow up info from parents/students at Explore Night and All School Charter Fair (sign in); Shadow Day has follow up contact; once students are in high school, we market student to student; strategy for 8th grade is parent focus with Alumni connection
Short term - how do we get 10 students; Stephanie will make follow up calls to recent shadows' parents; August 13th is lock in for numbers; establish parent ambassador (Stephanie) and alumni ambassador (Claudia) with contact info listed on Facebook and website; determine top 3 questions from parents and students – Claudia address in a video?; panel with Alumni for shadows and currently applied students in near future?; Stephanie and Claudia will coordinate with Lori to follow up with parents/students who shadowed; sent out info regarding senior capstone project to SLP (Student Leadership Program) in district
Next Steps – bring back Showcase Night with separate presentation for parents and students with Alum presentation; marketing plan in place with Claudia in May (visually appealing and universally understandable); focus on target audience/student; visibility at events; correct marketing plan – June retreat; data driven plan with google survey; engage with other alumni

- **Cash Flow Update**

FCLA Mission Statement:

Empowering students to find their passion through collaboration, innovation and exploration.

Current Cash Flow (Patrick) – \$52.15 in contributions from Huterra/Amazon; financial commitments for the remainder of the school year, including to Senior Recognition, approximately \$2000; Julia is establishing accounts on donorchoose.org for Elyse and Kristie – will email links to donate to parents and board members, as donorchoose.org will match (up to \$50) individual donations made during first few days of a posting

- **Senior Recognition** – **planning sub-committee (food, scholarships, location)** – Julia will email group and look into Appleton North Commons for the venue on May 19th – cost effective
- **Adjournment**

Upcoming Events:

Board Meeting – Monday, April 8th, 2019 at 7 am in the Lightning Room

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5000 North Ballard Road, Appleton, WI 54913 • (920) 832-4300 • FAX (920) 832-4301