

MINUTES

FCLA Governing Board Retreat	4 pm	7 pm
Type of Meeting	Start Time	Adjournment Time
Monday, June 17th, 2019	Lightning Room	Julia Squier
Date	Meeting Location	Recorded by

Attendance/ Guests/ Introductions: Gregg Syring, Reed Rudie, Gus Maves, Jean Pynenberg, Lori Krueger, Kristie Moder, Elyse Lucas, Patrick Lee, Mary Hansen, Claudia Tischer, Kim Willems, Julia Squier, Kevin Tubbs, Renee Ulman, Kelly Camber

- Year in Review** – Great transition with retirement of Mr. Ropella and phenomenal additions of Mr. Rudie and Mrs. Pynenberg; all seniors received their DPI Youth Leadership Certificates; ACT average 20.14; various internships at Appleton Alliance Church, Ken Heiner Insurance, Nicolet Bank, Apple Creek YMCA, Bergstrom, Prospera Credit Union and Peaceful Purposes Inc.; involved in programs with Big Arts in the Little Apple, Trout Museum of Art and Grignon Mansion; received AP Pacesetter Award; DPI report card rating 74.5; Student family engagement survey only had 8 responses from FCLA parents – for future surveys, more parent engagement is needed – district survey, but how can we encourage parent involvement; 4.08 average out of 5; high scores in recommending school to others, parents proud to have students at school and staff sincerely cares for students; areas to improve include positive notes regarding student and regular feedback from staff; website needs to capture our personal connection to our students - year in review, where students are now, capstone summary, where students are heading; utilize technology more with podcast of senior exit interviews; preparedness and community – convey that message – Lori has access to student future plans and we have info located in google document from Senior Recognition
- Enrollment Strategy/Sustainability**
Marketing Plan high priority – board focus to address marketing; not staff responsibility; short-term and long-term strategy needed – Claudia and Kim set up sub-committee – could students be a part of that – workshop related to marketing plan – each student contributes to some aspect of the marketing plan tied to a credits; specify target audiences in plan that is centralized and modified/updated yearly; short-term is immediate pieces for parents; long-term is how to get the message to larger population – goal is 32 students minimum for 2020/2021; mission adjustment discussion... included aspects of community leaders, presentation-based curriculum; coordinate short-term plan with teacher work days
Showcase/Fundraising Night – on hold and will follow recommendations of marketing plan
Business Sponsorship Levels/Internship Financial Support – dependent on marketing plan; reach out to non-profit organization for class/workshop involvement and board members – other community leaders speak – all-school learning sponsored by FCLA – “leadership spotlight” and share experiences, especially FCLA Alum, and invite parents; Mary will follow up with the group from last August
Business Coalition – make possible connections at North?

FCLA Mission Statement:

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

MyLC/Infinite Campus Discussion – grading tool using 80% of our budget – not sustainable; internal resources indicate district platform is not able to address our needs; we need district support to migrate our MyLC to district program – Matt might have solution, meeting with Amber – speak with IC support person directly; stipend because we are not currently utilizing IC and apply that to MyLC; Patrick will reach out to Matt to set up meeting with Kristie; Gregg will be happy to be a part of that ask

- **Strategic Initiative - Governing Board**

Roles/Responsibilities – fundraising/sustainability, recruitment, marketing to reach into the community – marketing plan will determine specific needs

Executive Board – President, VP, Secretary/Treasurer

New Member Recruitment – Mary reaching out to non-profits, fundraising, grow outreach, Skye/Zoom for meetings, change meeting time; letter to parents asking them to shape the future of FCLA – back to school night (message parents)

- **Monthly Reports**

Approval of May Minutes – Gregg motioned to approve minutes; Mary 2nd; passed unanimously
Enrollment Update – 76 scheduled; 15 freshmen; 5-10 open enrollment (system not complete at this time)

Curriculum (Kristie) – leadership/project management; community outreach with Peaceful Purpose

Cash Flow Update (Patrick) – \$299.38 in deposits from Senior Recognition

- **Adjournment**

Upcoming Events:

August meeting - Monday, August 12th, 2019 at 7 am in the Lightning Room

FCLA Mission Statement:

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

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