

MINUTES

<u>FCLA Governing Board Meeting</u>	<u>7 am</u>	<u>8 am</u>
Type of Meeting	Start Time	Adjournment Time
<u>Monday, May 11, 2020</u>	<u>virtual – Google Meeting</u>	<u>Julia Squier</u>
Date	Meeting Location	Recorded by

Attendance/ Guests/ Introductions: Patrick Lee, Kristie Moder, Lori Krueger, Kim Willems, Gregg Syring, Kevin Tubbs, Stephanie Lewandowski, Levi Lyons, Lori Schmidt, Julia Squier

- **Monthly Reports**

Enrollment/Student Scheduling Update (Lori) – 3 contacts since last meeting, two inquiries from within Appleton North, one freshman withdrew; right around 85 total

Business Advisory Committee Update (Lori) – no updates

Approval of April Minutes – Lori motioned to approve; 2nd by Gregg; passed unanimously

Curriculum (Kristie) – senior exit interviews next week via zoom or google meet – Julia (either) and Renee (either); Lori Schmidt (Google meet works best), Kim (either), Gregg (either), Stephanie also available; 21 graduating seniors

Cash Flow Update (Patrick) – Discuss stipend for internship supervision – 54 extra hours - \$1100; Julia made motion to approve \$1100 for stipend for Kelly Camber for 2019/202 school year, Gregg 2nd; passed unanimously; \$4741.05 is balance in E10 and \$4085.49 is balance in the 501c3

AASD Charter School Council Update (Stephanie) – Lori said the application/process is not user friendly at all – she lost access to numbers in the middle of the school year; only accessible thru J drive is not a good methodology; more access to real-time numbers needed; request for 1-2 additional questions related to marketing is helpful

Staff – sad to announce Elyse is leaving FCLA to focus fulltime on art, so Kristie and Jean will be picking up leadership roles; how do we announce to students/family?

- **Enrollment Strategy/Sustainability**

Marketing Plan/Facebook/Snapchat advertising update – we need to separate FCLA Facebook account from Ms. Lucas' personal account; Kristie suggested we send an email to all 8th grade students and all North students in the next week or two – one last push before the end of the school year; Julia will send email with postcard text for review for the email text and we can tweak for current North students if needed – directly contact Lori Krueger (applications closed and Elyse in transition); Instagram account advertising too cumbersome – not easy to link with Facebook; Snapchat – Kim established account and will use Kristie's school email as a contact for the account – ad template with not just logo needed and abbreviated name with call to action or quote, audience reach was about 12,000, spend \$80 and get \$75 in advertising is a current promotion; Kim will incorporate Facebook and Snapchat in overall marketing plan; Kristie will share senior stories with Kim for potential postings

Parent Email/Communication layout (on hold) – no action

FCLA Mission Statement:

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

Makerspace Needs for fall – no action
MyLC/Infinite Campus Update – no action

- **Strategic Initiative - Governing Board**

Executive Board (assign roles/sub-committees) –

- ✓ **Senior Recognition Update** (scholarship and senior questionnaire via google doc, certificates?, invites?) – parent survey? virtual modifications? – survey went to senior students and parents about Zoom virtual senior recognition - 8 yes, 6 no and 1 maybe; videotape maybe; group gathering and community focus for FCLA, so virtual senior recognition is hard – Stephanie will continue discussion via email; picnic in future suggested – Patrick will share additional info

New Member Recruitment – no discussion

- **Adjournment**

Upcoming Events:

Next meeting – TBD – June retreat may be changed to August

Senior Recognition – rescheduled for Sunday, August 2nd at 6 pm at Plamann Park Pavilion

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