

MINUTES

<u>FCLA Governing Board</u>	<u>7 am</u>	<u>8 am</u>
Type of Meeting	Start Time	Adjournment Time
<u>October 12, 2020</u>	<u>Virtual Meeting</u>	<u>Julia Squier</u>
Date	Meeting Location	Recorded by

1. **Attendance/Guest Introduction:** Kim Willems, Jean Pynenberg, Gregg Syring, Patrick Lee, Julia Squier, Kevin Tubbs, Lori Krueger
2. **Approval of September Minutes:** Julia motioned to approve September minutes; 2nd by Kevin Tubbs; approved unanimously
3. **Monthly Reports:**
 - a. Enrollment Update (Lori) – currently 83 students; one will leave because she will graduate early; a couple have voiced frustration – teachers working with these students; Patrick driving to student houses to reach out to them and parents; it is a challenging time for all staff and students; staff is really dedicated to personalizing the experience
 - b. Cash Flow Update (Patrick) – thru GoDaddy appletoncareeracademy.org domain renewed at \$105.85 until 8/5/2025; appletoncareeracademy.com expires on 1/27/2021; do we continue to renew these old website domains or attempt to sell them?; .org has a value of \$105 and .com has a sell value of \$985; might be worthwhile to maintain, preventing nefarious activity, and look into purchasing foxcitiesleadershipacademy.org and foxcitiesleadershipacademy.com; Julia & Kim will explore options to purchase foxcitiesleadershipacademy.org and foxcitiesleadershipacademy.com; 2 \$500 being processed thru the activity account for our 2 past scholarship winners: Alicia Ver Voort & Autumn Teal; activity balance is currently \$2023; \$3243.07 remains in the 501c3
 - c. Curriculum Update (Kristie/Jean) – first round ended Friday and finishing projects; archiving tomorrow – one large google meet and then push to homerooms; students hang out in google meet while doing their work to maintain connection while doing SMART goals, book logs and presentation prep – will present to 10 of their peers; new round include Media Literacy, Gothic Literature, Business of Fashion, DaVinci, Leadership, Interior Design; working with a few students on electronic scheduling –

with new round they can make a fresh start; will be implementing student-led conferences for fall

- d. Support from governing board/assistance to teachers during this virtual time - end of February is renewal of AASD contract – Patrick is preparing this; main focus of support is reaching out to 8th graders/enrollment for 2021/2022

4. Enrollment Strategy & New Student Recruitment/Marketing:

- a. Social Media Plan/SocialSchool4Edu (Kim) – Kim talked to owner who is from WI originally and received some tips and free blogs, shareables, pdf with social media focus; suggestions include social media manager, so rolls are defined; Kim still plans to meet with Tricia and get student liaison for graphic design focus; separate email specific for social media posts (like fclamedia@gmail.com); staff could send like 2 pieces a month; social media secrets newsletter Kim will review and share summary; one price point was \$800 for coaching; we need to be aware of “opt out” students as we post/share items; we can also get an additional email thru the district – Tricia should initiate request; Patrick will bring up at staff meeting – curriculum, dates/deadlines; Kim will offer an hour weekly to manage/post the content; focus on Facebook (one aspect) – get that really good and then add on
- b. Marketing Plan (Kim) – specific tips for recruitment – Kim will reach out to owner for suggestions; FCLA has a great message whether virtual or in-person - FCLA offers best personalized option for your student and target on dispersing; Kim will look at current marketing material – Julia will email current literature she has
- c. Facebook/Admin update and student liaison – Kim will discuss with Tricia
- d. Alumni phone calls – Melissa is continuing her reach-out to alum, will use info for contract renewal and marketing

5. **Exec Board/Board Member Recruitment** - parent email will be sent after conferences; Kevin will reach out to Levi and Julia will reach out to Lori regarding involvement of additional parents

6. **Board Retreat** – table to spring

7. **Adjourn** – Kevin motioned to adjourn; Kim 2nd