

MINUTES

FCLA Governing Board	7 am	8:05 am
Type of Meeting	Start Time	Adjournment Time
September 14, 2020	Virtual Meeting	Julia Squier
Date	Meeting Location	Recorded by

1. **Attendance/Guest Introduction:** Kim Willems, Kevin Tubbs, Patrick Lee, Julia Squier, Gregg Syring, Tricia Israel, Jean Pynenberg
2. **Approval of August Minutes:** Kevin motioned to approve minutes; Julia 2nd; minutes approved unanimously
3. **2020-2021 School Plan:**
 - a. Immediate needs/support for staff during pandemic (Patrick/Jean) – trying to creatively get to know each other; spending 6th and 7th hour on google meet; working on portfolio creation digitally; social interactions and pair shares; we are face to face – important to keep personal connection; Google Meet update happening in October - Patrick will be requesting \$ for Zoom if that is needed and Google Meet can't meet our needs
4. **Staffing Update:**
 - a. New staff member Tricia Israel – Welcome Tricia! She has spent time at John Dewey in Green Bay and has spent time teaching in Neenah; currently doing Agatha Christie novel study with FCLA students; excited to be here; believes it is so important to get books into kids' hands; please reach out to any board members – we are here to support you any way we can
5. **Monthly Reports:**
 - a. Enrollment Update – final number was 83; only 11 current sophomores – Jean will reach out to current freshmen to survey students regarding previous school
 - b. Cash Flow Update (Patrick) - \$650 award banner was large expenditure from; 501c3 account balance is \$3243.07 with \$150.23 deposit from Outagamie for park credit and \$25.04 AmazonSmile credit; \$500 for will be deducted from activity accounts for Alicia VerVoort's scholarship; possibly another \$500 for 2019 Founder Scholarship (Autumn Teal took gap year)

c. Curriculum Update (Jean) – Bingo selfie with partner; personality test (free) to create collage – summer planning determined best option – trying to find out who they really are versus just likes and excited to see pieces created; Jean doing leadership seminar; Kristie doing seminar related to test buds; Camber is teaching history of medicine; FCLA seminar with “We are all in this together theme” related to Agatha Christie book study in place of senior seminar right now; so nice to have history with previous students; focus trying to get know virtually is more challenging, but we are having success little bits at a time; Julia will create return address label and postcard with FCLA logo for notes to students and email documents to Jean

6. Enrollment Strategy & New Student Recruitment/Marketing:

- a. Social Media (Kim) – ideas include promoting alum with highlight postings, curriculum highlights, learning from home kits, highlight seniors throughout the year, staff monthly highlight or non-profit/business connection, target students and parents for “Comment Wednesday” forum, survey at the end of the school year, promote AmazonSmile and/or MyHuterra; these can be done monthly/quarterly or at the beginning of each seminar; immediate plan moving forward; Patrick will move forward promoting AP testing award and US News and World Report honors on website/Facebook page (photo with banner)
- b. Marketing Plan (Kim) – update of website (October is goal for completion), update of marketing brochure/material – Julia will update brochure/postcard and email to Kim; staff update needed – bio from Tricia; Tricia has access to website; will meet up with Tricia later this week; eblasts with postcard mailing as soon as possible
- c. Facebook – Admin update, student liaison possibility – meeting with Tricia later this week to discuss and she will be adding Kim as admin for Facebook also
- d. Survey/Senior Follow-up – current student survey possibly at the end of the year; Patrick is having Melissa calling past students/families to collect our outcomes data

7. Exec Board/Board Member Recruitment (parent letter contacts?): invite parents at Back to School Night/Google Meet and Greet; Julia will address as well as AmazonSmile/MyHuterra; Non-profit Leadership Initiative forums not very active at the moment regarding community outreach

8. Board Retreat: spring date focus on how the Board can support FCLA’s mission

9. Adjourn: Kevin motioned to adjourned; Patrick 2nd