

FCLA Governing Board	7 am	8:30 am
Type of Meeting	Start Time	Adjournment Time
November 9, 2020	Virtual Meeting	Julia Squier
Date	Meeting Location	Recorded by

1. **Attendance/Guest Introduction:** Julia Squier, Gregg Syring, Kevin Tubbs, Kim Willems, Jean Pynenberg, Kristie Moder, Lori Krueger, Patrick Lee, Lori Schmidt
2. **Approval of October Minutes:** Kevin motioned to approve October minutes; Kristie 2nd; passed unanimously
3. **Monthly Reports:**
 - a. Enrollment Update (Lori) – stable; timeline the same as last year; tentative virtual Explore Night on Jan 4; course guide and input classes virtually; virtual shadow days or Lori K and Kristie willing to do question/answer session for parents – make sure parents know and understand the registration process; homeroom/seminar discussion regarding reaching out to other North students to see if there is interest; current students create video regarding FCLA benefits – archiving day activity?; Lori will check with 8th grade counselors regarding promoting
 - b. Charter School District Meeting – enhanced application with allow us to make direct contact with potential students more easily
 - c. Cash Flow Update (Patrick) – 501c3 account remains at \$3243.07; scholarships paid for Alicia at Carthage and Autumn’s is processing for Madison – both from activity funds; domain purchase – Julia will reach out to Kylie regarding purchasing domains and recommendations; teacher’s wish list through AmazonSmile – any interest?
 - d. Curriculum Update (Kristie/Jean): conference attendance was great; finishing unit on media literacy – better consumers of online material (fact checking, troubling websites, learn trollers); *Social Dilemma* from Netflix – good discussions; first quarter ends Friday and parents will receive google link to share work/grades
4. **Enrollment Strategy & New Student Recruitment/Marketing:**
 - a. Marketing Presentation (Kim) – Kim attended webinar on Oct 29th – recommend a position statement (maybe retreat topic); Kim needs assistance with graphic design; different look for 2020/2021, so how do we convey to parents our unique benefits during and not during Covid; start utilizing question/answer on Facebook; we will have really good updated alumni data to utilize via Melissa’s outreach for the AASD contract update
 - b. Immediate Next Steps for November – one-page document to be mailed before thanksgiving - worthwhile and mail sooner than later; student connector position – student liaison to new students; postcard to all, video at website and then next steps/registration clarity on website; waiting on

charter school application for next year; review website and post website concerns/broken links on google document Jean emailed

- c. Social Media Focus/establish email (Kim) – establish FCLAsocial@gmail.com or go through district; Kim will contact Trish to confirm best option
 - d. Facebook – Admin update and student liaison?
 - e. Alumni phone calls – how can we utilize this info as we recruit for 2020/2021?; Julia will reach out to Melissa
- 5. Exec Board/Board Member Recruitment (reaching other FCLA parents) – engage as opportunities become available**
- 6. Board Retreat – tabled until spring**
- 7. Adjourn:** Staff - thank you for your time and dedication during this challenging time; Jean motioned to adjourn; Kristie 2nd; Gregg adjourned meeting at 8:30 am

Note Upcoming Events:

Monthly Board Meeting (virtually): Monday, Dec 14, 2020

Virtual Info Sessions:

All 5:30-6:30 PM

Thursday, December 10, 2020

Tuesday, December 15, 2020

Monday, January 11, 2021 (Explore Night)

Wednesday, January 13, 2021