

## MINUTES

<u>FCLA Governing Board</u>	<u>7 am</u>	<u>7:45 am</u>
<b>Type of Meeting</b>	<b>Start Time</b>	<b>Adjournment Time</b>
<u>December 14, 2020</u>	<u>Virtual Meeting</u>	<u>Julia Squier</u>
<b>Date</b>	<b>Meeting Location</b>	<b>Recorded by</b>

\*\* Marketing/Social Media Plan Update (Kim) – Julia Squier gave report for Kim (see below)

1. **Attendance/Guest Introduction:** Julia Squier, Gregg Syring, Kevin Tubbs, Jean Pynenberg, Lori Krueger, Patrick Lee, Lori Schmidt
2. **Approval of November Minutes:** Gregg motioned to approve November minutes; Julia 2<sup>nd</sup>; passed unanimously
3. **Monthly Reports:**
  - a. Enrollment Update (Lori) – remains stable; promotion video link on website – shared with all middle school counselors in district
  - b. Cash Flow Update/Domain Update (Patrick) – E10 and activity accounts have no major expenditures; waiting for rollover balance from district; 501c3 balance is \$3254.67 - remains the same; Kylie/IT indicated not many schools have purchased domains, usually only immediately after URL change; Julia will confirm autopayment is off for GoDaddy and recommends we not proceed with any additional domain purchases
  - c. Curriculum Update (Jean) – round three moving forward; book presentations and studio presentations occurring; planning 2<sup>nd</sup> semester/team teaching; 2 or 3 students struggling with virtual will attend in person for half day to utilize workspace/WIFI; dynamics of student discussions are really positive – continues even in virtual classroom
4. **Enrollment Strategy & New Student Recruitment/Marketing:**
  - a. Mailer update/feedback/info sessions – 4 parents signed up for first info session, 3 showed with their students for the first session – great response – did follow up with individual who couldn't attend; 3 students registered for shadow days virtually with connection from Einstein/Wilson – Mr. Busch shared video with his class; New to North Digital Newsletter – FCLA listed there; current students reposted video on Facebook and shared with a potential student; promotion of EXPLORE scheduled for January 11<sup>th</sup> (listed on mailing) along with Info Session Nights

- b. Immediate Next Steps for December/January – next 6 week push critical now/small window in February – holiday Facebook posts or 8170 schedule post at least weekly; at least one a week and even an image on Instagram; Julia will reach out to Kim and Tricia to plan for the next 6 weeks – focus on website updating, weekly Facebook ads/postings and possible Instagram posting
  - c. Media email confirmed – FCLA@asd.k12.wi.us
  - d. Facebook/Admin update and student liaison – Julia will discuss need with Kim & Tricia; Canvas videos to Facebook or create a video for TikTok – contest for FCLA students with most likes on TikTok for sharing a video (approved by Mr. Lee – send him draft) about FCLA - \$50 gift card of their choice by January 11, 2021 (take screen shot showing likes) and include future FCLA students/8<sup>th</sup> graders? – Jean will reach out to group helping with Shadow Days
- 5. Exec Board/Board Member Recruitment (reaching current FCLA parents – Levi & Lori?)**  
– very challenging to reach parents while virtual
- 6. Board Retreat – tabled until spring**
- 7. Adjourn** – Kevin motioned to adjourned; Lori 2<sup>nd</sup>; pass unanimously