

MINUTES

FCLA Governing Board	7 am	7:55 am
Type of Meeting	Start Time	Adjournment Time
January 11, 2021	Virtual Meeting	Julia Squier
Date	Meeting Location	Recorded by

1. **Attendance/Guest Introduction:** Gregg Syring, Kevin Tubbs, Kim Willems, Levi Lyons, Kristie Moder, Jean Pynenberg, Julia Squier, Patrick Lee
2. **Approval of December Minutes:** Gregg motioned to approve; Julia 2nd; approved unanimously
3. **Monthly Reports:**
 - a. Enrollment Update (Lori) – 3 students possibly leaving; one going to home school East and two going to North (2 freshmen struggling to complete work and currently working closely with staff); all 3 are freshmen
 - b. Cash Flow Update (Patrick) – no new expenditures; new business secretary so will hopefully have update on all E10/activity accounts next month; \$3254.27 for 501c3 balance – no expenses
 - c. Curriculum Update (Kristie/Jean) – wrapping up end of semester Friday; it will be nice to be back in the classroom and work through some art and science pieces in person
 - d. Charter contract – Patrick continues to complete and finalize the Alumni questionnaire; AASD board approval meeting late February – Patrick, Kristie, Jean, Gregg & Julia will attend
4. **Enrollment Strategy & New Student Recruitment/Marketing:**
 - a. Student Recruitment/Marketing – primary focus for meeting - how to reach out to potential students for next year; steps taken so far.... flyers with follow-up email to all 8th grade students; info session for parents and students; shadow days implemented and had 3 or 4 attend; KA and Einstein shared FCLA video with students as they began the scheduling process; struggling with students in virtual session; put out challenge to students to post on social media and share/email to potential students; reached out to counselors at middle schools to share video and do small in-person shadow; foundation week push (as end of January is scheduling due date) and March is scheduling verification; social media message pushing shadow days – how do we reach larger audience; Kim working on graphics and hopefully increase in posting on Instagram will

increase followers; post creative content – previous or upcoming seminars (Kristie has work from Da Vinci code seminar or drawings from another seminar); how many posts per week ideal – post every weekday would be ideal but maybe 3 times per week immediately and then 5 by end of the school year; Kristie has a few students in mind who could potentially assist with posting this semester; Jean has followed up with no shows for shadow days – challenge with virtual; Al Brandt shared video and link to FCLA; our information is on the virtual all school fair info; Explore Night for North is tonight – participating in that; difficult time – parents overwhelmed; Levi has reached out to 3 other families; Patrick will send additional final email to parents to push shadow days/promote FCLA during this final scheduling time – Kristie will coordinate with Patrick and include a Junior and Senior video link, add Levi & Julia’s contact info if parents want to talk with a current or former parent (Levi Lyons lyonsl.86@gmail.com and Julia Squier jsquier4110@gmail.com)

- b. Immediate Next Steps for January – focus on Instagram postings/foundation assignment; Explore Night tonight; will check with Lori regarding sharing FCLA promotional info with other schools; parent email from Patrick
 - c. Instagram posting drawing – discussing in seminar and will incorporate with foundation assignment; Kristie will share Junior videos with Kim/Tricia and video or creative content for posting on Facebook or Instagram
5. **Exec Board/Board Member Recruitment** – current environment is a struggle to find individuals willing and able to participate; people feel overwhelmed – will continue to reach out
 6. **Board Retreat** – late spring/summer
 7. **Adjourn** – Kevin motioned to adjourn; Jean 2nd; passed unanimously