

## MINUTES

FCLA Governing Board	7 am	7:45 am
<b>Type of Meeting</b>	<b>Start Time</b>	<b>Adjournment Time</b>
March 8, 2021	Virtual Meeting	Julia Squier
<b>Date</b>	<b>Meeting Location</b>	<b>Recorded by</b>

**\*\* Enrollment Strategy & New Student Recruitment/Marketing:**

- a. **Facebook/Instagram/TikTok posting** – Tricia has been posting testimonials from students and teachers; they have been well-received
  - b. **Kim Willems resignation, June 2021** – will stay through board retreat, depending on timing; thank you for your efforts throughout the years from name change to marketing; she will keep contacts in mind for possible new board members
  - c. **Marketing idea** – swag from FCLA to help promote name recognition; things besides shirts/sweatshirts; stickers for water bottles possibly; create stickers in house – students design?; senior t-shirt possibly; pre-order process, so no investment cost; Patrick will check in house options; plan for start of next school year; retreat topic
1. **Attendance/Guest Introduction:** Gregg Syring, Kevin Tubbs, Levi Lyons, Lori Schmidt, Kimberly Willems, Julia Squier, Lori Krueger, Patrick Lee, Kristie Moder, Jean Pynenberg
  2. **Approval of February Minutes:** approved February minutes; 2<sup>nd</sup> unanimously
  3. **Monthly Reports:**
    - a. **Enrollment Update (Lori)** – no new enrollments; just clean up and preparing to make schedules; current 23 freshmen, 2 sophomores, 2 juniors – applications in and course requests in; keeping eye out for course requests we did not catch; great freshmen recruiting class – thank you Jean & Kristie for all their efforts reaching out to students; fine tuning the process – really evaluate what worked best and solidify timeline with plan in place
    - b. **Cash Flow Update (Patrick)** – 501c3 balance is \$3270.38 with an addition from AmazonSmile of \$15.71; new business manager, so Julia will reach out to her to get reports and then meet up with Patrick
    - c. **Curriculum/FTE Update (Kristie/Jean)** – great projects that will be posted; one student used a 3D printed to create the Titanic; creatively reorganize day with decrease of FTE – hopefully will regain FTE with solid enrollment numbers, but for now decrease is in staffing

4. **Senior Recognition – Sunday, May 23<sup>rd</sup>, 2021, 6 pm reception/6:30 program**
  - a. Venue – set for Appleton North Commons (reserved from 4-9 pm with 30 round tables, 3 long tables, podium, video capabilities and live streaming option)
  - b. Senior Survey – in google spreadsheet; senior exit interviews – 3<sup>rd</sup> week of May – possibly in person
  - c. Scholarships – senior seminar; due prior to our May meeting, so a group can stay after to review
  - d. Certificates – list of seniors – Jean will email Julia
  - e. Invites – RSVP thru Melissa and request family contribution/donation; separate invite for families and AASD staff/administration
  - f. Program – Senior superlatives and any other possible senior speeches?
  - g. Food – cake and possible appetizers/snacks with servers using gloves; we have gift cards from Costco to use to offset costs
  
5. **Exec Board/Board Member Recruitment – any prospective members?**
  
6. **Board Retreat**
  - a. Meeting doodle date/location – ***Tuesday, June 8<sup>th</sup> from 7-9 am in FCLA wing***
  - b. Topics: ACT scores, enrollment/FTE, recharter, By-law review, marketing review/FCLA swag
  
7. **Adjourn:** Jean motioned to adjourn; Jean 2<sup>nd</sup>; passed unanimously