



MINUTES

<u>FCLA Governing Board Meeting</u>	<u>7 am</u>	<u>8:20 am</u>
Type of Meeting	Start Time	Adjournment Time
<u>Monday, February 7th, 2022</u>	<u>1083 & virtual (google meet)</u>	<u>Julia Squier</u>
Date	Meeting Location	Recorded by

1. Attendance/Guest Introductions – Patrick Lee, Gregg Syring, Kara Harbick, Julia Squier, Kevin Tubbs, Kristie Moder, Brian DeMuynck

2. Approval of January Minutes – Gregg moved to approve January minutes and approved unanimously

3. Discussion

- a. **Mailing** – plan for early November date yearly
- b. **Marketing/Social Media/Facebook advertising update** – friend outreach most significant for student enrollment; parent is close 2nd - Facebook is parent outreach; how do we communicate with current families for optimal outreach?; interest form breakdown by school: 8 Einstein, 2 Fox River Academy, 7 KA – focus on Einstein and KA and then reach out to other schools; in person outreach to schools has been challenging with covid/absentee rate – staff and students have had to modify visits at times, but are rescheduling; Celebration Lutheran is natural feeder to FCLA and principal open to us talking with middle school students – Kara will call principal and touch base with Kristie regarding staff/student visit to Celebration; we need a set calendar/schedule to follow each year (see draft below) – best date for a showcase night?

Date	Event	Additional Info
Nov 1	Mailing edited, finalized and printed	Fold and tab mailer after Nov board meeting
Nov	Initial Facebook advertising campaign – Why FCLA?	Budget?
Early Dec	KA, Einstein, Classical, Celebration Lutheran student/staff visits	
Dec/Jan	2 nd Facebook advertising campaign – Boost shadow days	Budget?
Dec/Jan	EXPLORE Night	

Jan	AASD Charter School Fair	
Dec/Jan/Feb	Shadow Days	Include one specific to current North students
Feb	Follow up with student interest inquiries who have not applied to school	
April?	Showcase Night?	

c. Kim’s Facebook recommendations for next year:

- *I would highly recommend having ad copy and/or posts you’d like to boost ready to go by November or so. This would include photos and raw files of videos, too. These should be very captivating images, and not super text-heavy.*
- *In the fall, discuss who you’d like your audience to be for Facebook ads, and make it specific. Kids vs. adults (or both).*
- *The shorter the better with videos on Facebook! Videos under 2 minutes tend to perform best.*
- *If possible, consider running ads about FCLA throughout the year that aren’t tied to enrollment. Whether it be positive PR, interesting student projects, etc., it definitely helps the momentum later on.*
- *Have your budget set when the ad copy is set. A little can go a long way with Facebook, but it will also depend how long you’d like to run the ads.*
- *You may also want to consider running one campaign for shadow days, and one that’s more of an “About the FCLA” campaign like we did this year.*

d. **Community Partners Outreach** – no discussion

e. **Parent Sub-Committee update** – Kike able to assist as needed – helped with outreach to Classical; another parent did not follow up with multiple invites to meet/attend board meeting; additional communication concerns - Showcase Night important; MyLC transition/communication challenging (letter will be going out by the end of the week explaining MyLC dashboard feature); parent/teacher conference – frustration with format – limited time and unable to meet with all teachers; clearer communication initially – especially challenging starting as freshmen during the pandemic; who is best to contact at FCLA?; parent survey/outreach regularly – how can board support?; FAQ on website; with Jean out, who assists with her tasks?; Gregg will follow up with Patrick as to who is covering what with Jean’s absence/communication improvements

f. **Leadership Forum/Guest Speakers** – no discussion

4. Staff Related:

a. **Curriculum Update (Kristie/Jean)** – no report as Kristie had to leave to teach class

b. **Infinite Campus Update (Kristie/Jean)** - letter going home to parents this week explaining grading – transition just happened at semester; students know how to use and use daily; parent digest link coming in 2 weeks to link parents directly to

their student's account; tried to save money and have one, cohesive grading system, but Infinite Campus could not do what we needed it to do (district needs to cover grading costs essential to our school – Patrick is working that out)

5. Monthly Reports/Actions:

- a. **Enrollment Update/FTE (Lori/Patrick)** – 30 students completed interest survey, 10 or 11 applied; what are our current numbers?; shadow day with 3 North students was last week – upper classmen; shadow day students show a lot of interest; shadow day on Feb 17th – 3 individuals; will follow up with the students who indicated interest who have not applied this week
- b. **Cash Flow Update (Patrick)** – 501c3 account same at \$2185.37

6. Adjourn: Kara motioned to adjourn; Julia 2nd; passed unanimously

Dates/Events:

Charter School All Fair – low attendance at other district events, so because of high covid cases, event was cancelled; trying other social media outreach in place?

“FCLA Showcase” in the FCLA Wing at North – Monday, April 11th time tbd