

MINUTES

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| <u>FCLA Governing Board Retreat</u> | <u>3 pm</u> | <u>5:50 pm</u> |
| Type of Meeting | Start Time | Adjournment Time |
| <u>Monday, June 6th</u> | <u>1081/1082</u> | <u>Julia Squier</u> |
| Date | Meeting Location | Recorded by |

1. **Attendance/Introductions:** Brian DeMuynck, Gus Maves and Patrick Lee (virtually), Kelly Camber, Jean Pynenberg, Gregg Syring, Kara Harbick, Julia Squier, Leah Dreyer, Kristie Moder (3:45 pm), Kevin Tubbs
2. **Approval of May Minutes:** Gregg moved to approve May minutes; approved unanimously
3. **Monthly Reports/Action:**
 - a. **Enrollment Update (Jean)** – a few parents reached out via email inquiring about FCLA, but no new shadows; numbers continue to be in flux – April 21st was at 57 – 8 freshmen; 2 new applications in June – 14 freshmen including out of district enrollments; possible August for additional FTE?; open enrollment solidified in July; reach more KA students with collaboration – share project management skills – Brian will reach out to Principal Molitor to enhance that relationship; outreach this summer – summer school at Wilson, KA, Classical, Einstein?; Leah – outreach to Shakespeare group?; Julia will reach out to Bethany – new parent who will be attending our August board meeting – daughter Alynna will be a freshman (former school is KA)
 - b. **Summer promotion** - suggested Jean send a draft of a post to Greg Hartjes for approval for social media posting about senior exit interview experience based on their conversation – already posted Dr. Baseman’s comments; created postcard mailer with Dr. Baseman’s comment and additional general info by end of week – Patrick will get email lists and addresses – Kara purchasing cardstock for Wednesday; copy, cut and label Thursday am – Kara and Julia will assist
 - c. **Elevator Speech** – already created in some form on postcard; create short videos including portfolios, resumes, leadership certificate for social media postings
 - d. **Fun Fact weekly** - follow up with 4-year alumni – posts weekly about alum – where are they now?; Kim boosts with Facebook; Jean will share google doc alum listing with board to add to

- e. **Cash Flow Update (Patrick)** – Mrs. Camber internship stipend – will keep track of hours; 2021/2022 was very limited; will track during the 2022/2023 school year
- f. **Curriculum/MyLC Update (Kristie/Jean)** – expense for MyLC currently being covered by North and working well for students
- g. **Senior Recognition Follow-up (all)** – went well – great evening to highlight the accomplishments of our students
- h. **Fundraising (Brian)** – Festival Brat Fry, Culver’s Night or Chipotle Night, Oktoberfest, Packer game concessions; group of students to coordinate – committee given project management credit/workshop (service-learning credit) – homeroom meeting
- i. **Student Governing Board Member (Brian)** – possibly student with social media internship would be a liaison – insight and input with monthly report; student focus group session with students?;
- j. **Board member** – suggestion to have one parent from each grade; one from incoming group – Bethany Hovis will join us in August

4. Year in Review (Patrick):

- a. **FCLA Summary** – 80% of all FCLA freshmen have completed 5 of the 14 leadership skill standards at the proficient level; all seniors completed exit interviews; ACT average for 2021/2022 is 20.1; FCLA graduation rate is 100%; one student earned 1 credit for a teaching assistant internship; 1 student earned ½ credit for recruitment coordinator; congratulations to Celaisha Pipes, FCLA Senior – Herb Kohl Educational Foundation Initiative Award and Ron Dunlap Award

5. Board Retreat – Critical Path Forward

- a. **FTE Loss** – On 05/15/2022, Board President Gregg Syring emailed AASD Administrators Mr. Greg Hartjes and Dr. Judy Basemen raising concern regarding the proposed cut of the FCLA FTE by .3 and requesting that the current staffing of 2.2 FTE be maintained for the 2022-2023 school year. Gregg received an email response from Mr. Hartjes on 05/16/2022 indicating the District Leadership is monitoring changes in enrollment and will make FTE allocations as necessary.
- b. **Marketing/Recruitment Plan**
 - 1) **Facebook advertising** – wait for fall until after district marketing meeting on June 15th to get more direction; Open House booth the end of August would be our start; start outreach process earlier in fall – October to complete mailing and middle school outreach to promote November Showcase Night; North outreach ideas – homeroom outreach, Spark Videos
 - 2) **Mall advertisement** - \$1200 for a month; 2A location by the food court – they design; quite costly
 - 3) **District plan – June 15th meeting** – what is the financial backing and resources from the district for marketing; way to get addresses of private schools for outreach?

6. **Adjourn:** Kristie motioned to adjourn; Kelly 2nd; adjourned at 5:50 pm