

MINUTES

FCLA Governing Board Retreat	7 am	
Type of Meeting	Start Time	Adjournment Time
Monday, August 8th	1085/google meet link	Julia Squier
Date	Meeting Location	Recorded by

1. **Attendance/Introductions:** Patrick Lee, Kara Harbick, Gregg Syring, Kevin Tubbs, Julia Squier
2. **Approval of June Minutes:** Gregg motioned to approve June minutes; no objections; minutes approved
3. **Monthly Reports/Action:**
 - a. **Enrollment Update – current update (Lori/Patrick)** – 7 freshmen for 2022 according to Jillian – Patrick was thinking some students not in the system from out of district - 15, 16, 15 & 7 for 53 total; June projection of 14 freshmen – who can reach out to 7 freshmen not registered?; Patrick will find out and talk to Jean about contacting freshmen group not registered; Kara will reach to Brian
 - b. **FTE Loss** – FTE based on 69; .1 teacher leader removed from Moder, .1 Maves and .1 Pynenberg; Phy Ed schedule is being worked out with Jillian – students leave during portfolio time 8th hour; we need more current parent involvement – at least one from each grade level; decrease in enrollment cannot continue – plan to work with KA students and make personal relationship with students; personal connection with KA students is critical; what 8th grade schools are 7 students coming from?; letter to incoming and current parents from Patrick – asking for involvement – Gregg will work with Patrick on that
 - c. **Cash Flow Update – School and 501c3 accounts (Patrick/Julia)** – carry over of E-10 account is \$2817.16; receiving \$3519 based on per pupil for the 2022/2023 school year so total will be \$6336.16; \$2239.75 in 501c3; \$5500 MyLC cost from North budget; use all 501c3 funds to promote school – what is most valuable?
 - d. **Curriculum Update (Kristie/Jean)** – no discussion
 - e. **Fundraising (Brian)** – no discussion
 - f. **Student Governing Board Member/Student Intern** – no discussion

4. **Governing Board SWOT analysis – consulting with Nick Pretasky from Wisconsin Resource Center for Charter Schools** – Kevin will follow up with Nick regarding setting a meeting date; Kara, Gregg, Julia & Kevin completed a SWOT analysis regarding our board performance and will meet with Nick - 4 hours of free consultation (trying for August 22 or 23)
5. **Marketing/Recruitment Plan**
 - a. **Facebook/Social Media plan/advertising – Kim’s recommendations/meet with Heather** – Julia trying to meet with Kim to solidify recommendations/plan; are Facebook posts getting to parents – how can you make sure you receive FCLA notifications?; Instagram notifications?; posts on Facebook and Instagram too – Heather is working with Kylie to link Facebook and Instagram; what are current, most productive methods used today for marketing charter schools; Showcase Night important for fall – set date for mid/end of October
 - b. **Kylie – video**; Julia will reach out to Kristie regarding the SWOT analysis
 - c. **Next district marketing meeting – Thursday, August 18th at 4 pm in community room (AASD offices)** – Julia and Patrick will attend
6. **Adjourn:**