

## MINUTES

<u>FCLA Governing Board Retreat</u>	<u>7 am</u>	<u>7:45 am</u>
<b>Type of Meeting</b>	<b>Start Time</b>	<b>Adjournment Time</b>
<u>Monday, November 14th</u>	<u>1080/google meet link</u>	<u>Julia Squier</u>
<b>Date</b>	<b>Meeting Location</b>	<b>Recorded by</b>

1. **Attendance/Introductions:** Gregg Syring, Kara Harbick, Lori Krueger, Jean Pynenberg, Kevin Tubbs, Patrick Lee
2. **Approval of October Minutes:** Gregg motioned to approve October minutes; no objections; minutes approved
3. **Monthly Reports/Action:**
  - a. **Enrollment Update – current update (Lori/Patrick)** 2 10<sup>th</sup> graders and 1 11<sup>th</sup> grader added; shadow on Tuesday with 3 students; 5 additional who don't currently have days scheduled; 1 separate shadow; compared to last year – 5 total; Patrick going to Celebration this week; also in touch with other middle schools to visit during their optimal scheduling time at KA, Einstein, Wilson, Classical and Madison to visit during
  - b. **Cash Flow Update – School and 501c3 accounts (Patrick/Julia)** – fundraiser was down \$300 – North funds; \$1511.88 is 501c3 balance - \$900 paid to Mrs. Camber for internship supervision stipend and addition \$147.53 from Chipotle fundraiser
  - c. **Community Connections Update (Jean)** – Kevin Tubbs was guest speaker – soft skills and social media safety focus; great discussion – students engaged; Feeding America field trip on Thursday and Friday; January 9<sup>th</sup> is Explore at Appleton North
4. **Elevator speech update** – agree Kevin's finalized version encompasses everything; Jean has utilized Kevin's – hits on all major points and utilizes specific verbiage

***FCLA is a small learning community that offers unique courses and enriching hands-on experiences. FCLA students enjoy opportunities to develop and apply leadership, collaboration and communication skills in a supportive, rigorous academic environment.***

## 5. Marketing/Recruitment Plan by month

- a. **School visits updates– KA, Einstein, Classical, Madison, Wilson, Celebration, Mt. Olive** – Patrick shared all of our efforts regarding recruiting with Mike Hernandez; as previously discussed, Patrick is visiting the middle schools during their specific time to discuss 9<sup>th</sup> grade options
- b. **Postcard mailing update** – sending out last batch; approximately 900 sent already
- c. **Showcase Night evaluation (at conferences)** – great avenue to talk to parents but no parents reached out after with interest; Julia will follow up with parents who attend conferences to see if they are interested in serving on the board (Jean will ask Heather for their contact info and share with Julia)
- d. **Chipotle Night (mall location)** – \$147.53 earnings deposited from October; Kevin suggested splitting profit with Feeding America – community partner and greater pool of people to bring in more dollars for next event; set for Wednesday, March 8<sup>th</sup> from 4-8 pm
- e. **Facebook/Social Media plan/advertising – Heather is posting regularly** – Jean sent website updates to Heather, as well as student action photos for posting; Julia will check with Kylie about traffic on website
- f. **Kylie/Student Video – progress/update** – students created short video – 60 sec; posted on homepage of the website
- g. **T-shirt order update – additional items/online store** – possible to set up store with a variety of items including sweatshirts, stickers, etc.?; Julia will look into
- h. **Farmer’s Market – application for indoor and/or next summer; other city events** – we fill in empty vendor spots when available on a rotation with other non-profits
- i. **North – improve our image/recruit update** – getting some students
- j. **District marketing meeting – application updates/live; Charter School Fair Jan 7<sup>th</sup> from 10-noon at the City Center; next meeting is Thursday, Nov 17<sup>th</sup> at 4 pm (AASD Welcome Center)** – Julia gave update – group had interest in space at the mall in Nov/Dec 2023 – all charter schools would split cost; Patrick is attending on Thursday for November; Jean will get students to sign up for shifts at the Charter School Fair on Sat, Jan 7<sup>th</sup> from 10-noon and Explore on Monday, Jan 9<sup>th</sup>

## 6. Adjourn: Gregg motioned to adjourn; Kevin 2<sup>nd</sup>; unanimously approved