

MINUTES

FCLA Governing Board	Noon – 3 pm	2:55 pm
Type of Meeting	Start Time	Adjournment Time
June 19th, 2017	FVTC	Julia Squier
Date	Meeting Location	Recorded by

Attendance/ Guests/ Introductions: Lori Krueger, Julia Squier, Renee Ulman, Kristie Moder, Mary Hansen, Kim Willems, Gregg Syring, Tim Hager, Kelly Camber, Elyse Lucas, Joy Kapheim, Kevin Tubbs (Mary H will contact Mary D her leave of absence from the Board)

- **Approval of April & May Minutes** – Mary made motion to approve April and May minutes; Kevin 2nd; passed unanimously
- **New Logo Implementation** -
Website Modifications (Lynn is implementing with SharpSchool) – recommended date for changes is July 31; request Kylie make the Facebook name change request; make sure redirection is possible; use tagline for first year (formerly new name; same innovative education); make sure to adjust link/logo on AASD and North website changes; new staff polos and t-shirt sponsor suggested
Marketing Plan – we need a Marketing plan; what is plan with student recruitment; what is plan internally and externally to businesses; marketing subcommittee will meet to discuss with advice from Al Brandt; Mary H, Kristie, Kim, Renee & Joy meeting on 1083 in July 13 at 8:30 – 10 am (Kristie will connect with AnnMarie at school to make sure space is available) – Renee will talk to Al Brandt to get advice & Mary H will reach out to Kylie (Julia will forward contact email for Kylie; best way to establish line of communication?); set up yearly timeline with monthly tasks/assignments; initial email to parents – Julia, Lori & Kristie will work on note to parents explaining name change – use verbiage in newsletters and Kelly has short, concise school description she will forward to Julia; maybe utilize video clips to develop media package (maybe Mark has those from senior exit interviews)
Back to School Night/Logo Reveal Event – campaign; short term - email to families with formal rationale about name change from leadership, press release; ribbon cutting with Chamber on first day – Joy will make contact
- **Year in Review (Patrick)** – focus on ELA; see attached report from Patrick; teacher option – social; Patrick looking into data collection through IT regarding after graduation; Why Attend Appleton Career Academy on website needs updating
- **Staff update**
Update (Kristie) – Epiphany learning contract is new – MyLC sold to Epiphany; district looking at adopting new grading system – needs to have interdisciplinary piece in order to work for FCLA; Kristie will get clarification in certain areas: pre-approve travel expenses, beginning and end date

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of contract needed and can you do under 125 student population?; forward contract with revisions to Patrick to sign

Enrollment Update (Lori) – continuing to enroll students, so at 102

Cash Flow update (Patrick) – additions include \$5.87 from Amazonsmile, \$983.05 in field trip contributions from students & senior recognition contributions from parents; expenses include \$354.28 in supplies for workshops, \$50 for sub pay & \$25 DFI filing fee for name change

Board Rotation at Staff Meetings (August?, September, October, November, December) – .2 ELA posting, .2 Teacher Leader posting, .1 Field Experience posting in August (Patrick)-
Staffing Succession Planning/Stipend Staff Member 2017-2018 school year – sign up list at August meeting for board member attendance at meeting; Patrick will be posting positions in August; additionally Patrick will check with Annmarie to request board meeting schedule/lightning room availability for 2017/2018

- **Strategic Initiative Update** (Gregg) – 3 subcommittee structure: *Strategic* (drives board), *Budgetary & Nonprofit Sustainability*
Rebranding – nearing completion and very successful logo redesign; thank you Kim and Willems Marketing; discussion regarding large signage in front of building – match column color for square background of logo to emphasize; FOX CITIES LEADERSHIP ACADEMY lettering in burgundy; portable roll banner for events; hub signage and classroom door signage; Patrick working with sign company and district – district covering cost
Board Effectiveness – size, diversity, roles, evolving from reactive to proactive; look at structure of board that supports FCLA mission; subcommittee level committee to evaluate; Greg will provide framework for next meeting
Budgeting & nonprofit initiative – subcommittee that manages budget & nonprofit funding needed
Teacher/Succession Plan – number of teachers, enrollment and big picture objectives (math) need review; how do we maintain continuity when key people leave
Board Member recruitment – get former graduates to serve on board – Renee will reach out to Marissa; get more parents involved with more specific roles
- **Charter School Governance President Meeting & Principal/Staff Meeting** (Joy & Patrick) – at principal meeting Kylie talked about requirements of website - we are good; leaning toward general online application for all websites – we are proactive regarding communication and scheduling – key for Lori is having access at all times during the process; Joy attended in April – last didn't work with schedule, but Joy and/or Mary H will continue attendance at that meeting
- **HOPE survey update** (Renee) – tabled until August
- **Adjournment** – 2:55 pm

Upcoming Events:

Back to School Night - Monday, September 18th, 2017, starting @ 6 pm

Next Board Meeting -

Off July

August 14th, 2017 at 7 am in the Lightning Room

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