



MINUTES

ACA Governing Board	6:45 am	8:15 a.m.
Type of Meeting	Start Time	Adjournment Time
March 9, 2015	North H.S. – Room 1080	Julia Squier
Date	Meeting Location	Recorded by

Attendance/ Guests/ Introductions - Renee Ulman, Mary Welch, Julia Squier, Terry Maves, Patrick Lee, Lori Krueger, Mary Hansen, Mark Kloehn, Rita O'Brien, Joy Kapheim

Student Guest - Ian Flom, new ACA website revealed using Concrete5 to have more autonomy with our website; content similar but using more student photos (no students on photo opt out list), pages have more info – easier to view, great new layout, definitely easier navigation and viewing on mobile devices, easier editing for multiple users – set up admin/users for posting and editing, reveal at open house in fall, another freshman and sophomore to assist after Ian graduates, hopefully role out by next week, Julia will be in touch with Ian to set up acct and transfer things over

- **Review of February Minutes** - Renee motioned to approve Feb minutes and Terry 2nd, approved unanimously
- **Agenda Changes-Calendar Updates** - Board Annual Planning Meeting/Retreat - now rescheduled for June 15th possibly, Renee will check with staff and date will be confirmed at our next meeting
- **ACA Enrollment Report** – 36 incoming freshmen, 44 applied – 8 are upper classmen (2 seniors coming for senior capstone experience), enrollment time is closed, 3 separate emails to new students updating info and sharing info about Rally Day, only 2 refused ACA enrollment so far from confirmation emails Lori has sent, about 3 total from out of district, 106-112 total, 2.8 allotted FTE - decreased as a result of budget cuts from the state

Mailing to 8th graders on hold - numbers are good, marketing to parochial is possibly another avenue to pursue next year – smaller learning community, maybe next year as we establish marketing vision/focus and tie in new website, Explore Night and Career Fair had impact, testimonials need to be used in marketing and website

- **Budget** – Patrick shared budget; Leadership Fox Cities was paid (that was the chamber bill mentioned in minutes last month)
501c3 Fundraising Acct. update - unchanged since Feb (\$2837.11)
Plan for HUMAN RACE – see link and race page Mark emailed, Mark will remove career strand focus, registration in place, Mark will get posters and will arrange meeting with kids
United Community Fundraising (electronic script) – opportunity for parents/families/friends to designate funds to go to ACA, Inc. when making local purchases at participating businesses, tracks purchases made with registered credit card, safer than shopping online because United Community links to your credit card's website - does not

ACA Mission Statement:

Empowering students to find their passion through collaboration, innovation and exploration.

5000 North Ballard Road, Appleton, WI 54913 • (920) 832-4300 • FAX (920) 832-4301

store any information, Mark motioned to move forward with establishing an account through United Community for fundraising and Mary 2nd, passed unanimously

- **Staff Report**

Rally Day-March 18 – 18 confirmed students attending

- **Board Activity Reports** - Parent Involvement/Volunteer Coordinator – Debbie Froemming interested, Julia is meeting with Sandy Carpenter today – has marketing contact

Recruiting board members – seek people interested, ideal would be 12-15 total board members, provide general info (Julia will create piece to share with potential board members and email this week) and direct to website, Joy will contact Lisa from Red Shoes and others, Marketing focus/expertise needed, invite to Senior Recognition on May 17th and critical to attend board retreat in June

- **Sustainability/Marketing**

Senior Recognition - Mary H planning for May 17th (start time 6:30 pm) – FVTC can prepare chilled hors d'oeuvres and desserts only (FCTV graduation same weekend) – need help setting up, change room to A170 entrance 16 to allow for greater attendance, round tables requested, volunteer coordinator to assist, program needs updating - Mary will work with Renee, invite companies who have provided internships and recognize, potential ACA board members and School Board (send invite to Kim and she will forward to School Board Members), Patrick can introduce, Keynote speaker?, Mary H will work with Renee to coordinate the event

- **Adjourned** - 8:15 am

ACA Mission Statement:

Empowering students to find their passion through collaboration, innovation and exploration.