

ICACSA Meeting Minutes

1/26/2016 Meeting

Draft

The meeting started shortly after 7:00 pm, with Mike Annis opening in prayer.

Attendance

- Board Members: Mike Annis, Bob Coons, Mark Jessop, Steve Liu, Jen Olsen, Sean O'Rear, Todd Pierce, and Steve Sherman.
- **Total Attendance: 25 members**

Approval of Minutes

- Minutes from the 5/7/2015 Association meeting were distributed. After the minutes were reviewed and corrections discussed, the following motion was carried out:

Motion was made by Scott Montgomery to approve the 5/7/2016 minutes with the discussed corrections.

Motion was seconded by Jason Mosier.

No further discussion.

Vote was taken by oral vote. Motion carried.

Fundraising – Steve Sherman

- Barnabas Piper will be the speaker for EFE, which will be on 2/20/2016.
- Thus far, 145 tickets have been sold for the event which is on par or better than previous years at this time. Historically, many wait until the last minute to buy tickets.
- If people know of businesses or individuals who are willing to be a sponsor for EFE, please let either Steve Sherman or Kallen Hawkinson know.
- In addition, there are packets available for individuals to take to discuss with their pastors to possibly make a plug for EFE at their church.
- It was noted that there will be some changes to EFE this year, largely due to being more intentional in terms of the fundraising nature of the event.

Facilities – Sean O'Rear

- Fortunately, there have only been minor repairs so far this year and most have been done with little to no expense largely due to volunteers.
- One ongoing project is to organize the upstairs storage area.

Finance – Mark Jessop

- YTD finances through November 2015 were discussed. The school is at a net \$4K above budget YTD due to the combination of being \$5K below on income and being \$9K below on expenses.
- Work on the draft 2016-17 budget is underway. Tuition will be set at a 5% increase for Kindergarten through 8th grades.
- Projected enrollment for next year is 202 students, but there is a lot of room for additional students, particularly in the two track classes for grades Pre-K, Kindergarten, and 1st

grade for next year. In fact, there is capacity for approximately 50 additional students beyond projections.

Capital Campaign – Mark Jessop

- Heritage is working with the Timothy Group on the Capital Campaign.
- The Campaign has the goal of raising \$2.3 million for the addition of the following: 4 classrooms, 2 spaces dedicated for music and art, change of the current traffic pattern, and more parking spaces.
- The additional classroom space is not absolutely needed for the 2016-17 school year, but it will be needed for the 2017-18 school year.
- Currently, the Campaign is in the Silent Phase where certain prospective donors are solicited based on their past history of donations to Heritage.

Policy Update – Todd Pierce

- The entire policy manual has been updated.
- The reason for all this is that it will better allow Mike the latitude he needs to run the school as Heritage moves towards a Governance Model.

Marketing – Kallen Hawkinson

- There continues to be good growth online via the Heritage's website. Traffic on the website has grown 30% over the past year. In addition, use of social media outlets is helping to get the word out. In fact, Facebook ads have had a great response and has even led to new families enrolling their Pre-K students.
- Use of Customer Relations Marketing software has really helped in keeping track of leads with prospective families. Not only has it helped to keep track of various communications with prospective families, but there is a wealth of potential information to analyze trends and marketing.
- Kallen stressed the importance of word of mouth in terms of marketing and being the number one reason why most families end up investigating the school.
- Upcoming events will include: Open House for Pre-K through 1st Grade, MOPS, One Book Two Book, and sponsoring the Iowa City Mom's Blog Easter Egg Hunt. Stay tuned to announcements on the newsletter for additional information and call for volunteers for those events.

Administrator's Report – Mike Annis

- Mike is very pleased with the progress of 2 large undertakings this year: implementation of the new Math Curriculum and the continuation of the biblical worldview class being taken by the teachers. He thanked the teachers and staff for their work on these endeavors.
- Mike thanked the parents for responding to the teacher surveys that were sent out. The response rate was 59%, which was by far the highest historical rate.
- Re-enrollment packets will be sent out on Friday 1/29/2016. One change this year is that for current families, the tuition deposit will either be \$350 for one student, or a flat \$500 for multiple students.
- Letters of intent for faculty and staff will be sent out in the next couple of weeks or so. Realizing that God knows who He has been grooming for roles at the school and that He

knows our needs, please pray for the following positions: Computer Instructor for Middle School, Pre-K through 5th Grade Art Teacher, Marketing Director, and an additional Classroom Teacher (second section of 1st grade).

- 2016-17 school year calendar will be presented to the Board for approval later this week. Start date will be 8/23/2016 and the calendar will try to align with the public schools for families who will have students at both Heritage as well as in the public school system.
- Christ Centered, Academically Challenging – in an effort to keep in mind why we are here, Mike and the teachers conduct an annual end of year review. Out of this, changes were made to the Thanksgiving Day meal. The meal this past year did not focus on turkey, but it focused more on the true intent of Thanksgiving. Another change will be the discontinuation of Awards Day as it has been done in the past. In the past, students have been recognized for academics, athletics, and for attendance. Investigations are underway to better recognize the uniqueness of the gifts and talents that God has instilled in the students. – Changes will undoubtedly result in feedback from parents. Feedback is encouraged. But know that the motivation behind these changes is the desire to do what is “right” and not necessarily doing the easier of what is “tradition.”

Update on the Board – Jen Olsen, Board President

- As a framework of what the Board has been working on over the past couple of years or so, Jen reminded the Association of Heritage’s desire to apply for Exemplary Accreditation at the next accreditation cycle. To do so, the school needs to move to a Governance Model. Three key pieces to moving to the Governance Model involves work on the By Laws (accomplished a year ago), updating Policies (just recently completed), and the next piece is work on Board roles and responsibilities. We hope to make major strides on this in the next 3-6 months.
- Board elections are coming up in the spring. There will be 2 openings as two members have terms that will be ending. There might be a possibility of needing additional board members too since the Board is looking in to increasing its size.
- Please be in prayerful consideration for running for the Board. It is a great way to give back to the school. If you have questions, please talk to Mike or one of the Board members.
- In addition, feel free to attend the Board meetings. Currently, there are 2 meetings per month and the agendas are posted on the Heritage website.

The meeting was closed in prayer by Mike Annis.

Minutes respectfully submitted,
- Steve Liu