

# MINUTES

## Heritage Christian School Board Meeting - Open

December 5, 2013

The meeting was opened with devotion and prayer by Mark Jessup at 6:37 PM.

### **In attendance**

Scott Montgomery, Kristi Rotzoll, Mark Jessup, Troy Miller, Jennifer Olsen, and Mike Annis. Steve Sherman and Steve Liu were not in attendance.

Teachers/staff present – Rachel Super

Parents/Visitors present – Steve Kuhl

Report from Steve Kuhl regarding the current financial review of Heritage Christian School. Steve reported that from a cash-on-hand standpoint, Heritage is in good shape. A review of expenses and revenues also showed no abnormalities and day-to-day operations are all within normal operating procedures. There were no unusual expenditures or payments made and financial operations appear to be within normal parameters.

### **Approval of Minutes**

Minutes were not available from the October 24 meeting and will be sent to board members for approval via email later this week.

### **Teacher Report**

Rachel reported from the teachers that they are very thankful for the efforts of the board. Among other questions:

1. Teachers have inquired about whether the board might consider purchasing iPads for the classrooms in the future.
2. Teachers also wanted to related to the board how much they value the Curriculum Director position and want to reinforce their desire to see that position filled as soon as possible.

### **Administrator Report**

See Mike's report for details.

***Mark Jessup made a motion that the board approve the PK/K retention policy as outlined in his written report;***

***Scott Montgomery seconded;***

***The motion passed unanimously.***

### **Committee Reports**

**Fundraising** – Save the date for EFE went out and efforts continue in the planning for EFT. Annual Fund contributions continue to come in, the second mailing went out today (12/5) with anticipation that additional contributions will come in prior to the end of the year.

**Marketing** – See written report for details.

**Education/Curriculum** – No report.

**Faculty/Prayer** – Kristi reported that the survey links have been corrected and will go out to the board for review this week. She will be scheduling the Faculty Committee class visits in the next few weeks.

**Finance** – Mark reviewed our current financial position, we are currently ahead of budget for the fiscal year. See attached report for additional details.

**Facilities** – See written report for details.

The board moved to executive session to discuss preliminary FY15 budget.

**Adjournment**

Mike Annis closed the meeting in prayer and the meeting was adjourned at 9:04 PM

# Appendix – Committee Reports

## Administrator's Report December 2013 Open Session

### Education Goals:

1. Classroom observations are underway. All full-time teachers will be observed prior to the start of Christmas break.
2. Iowa Assessments have been submitted to Pearson for scoring.
3. State of Iowa Independent Accreditation Notification – See attached – Research must be done to understand the scope of implications from the passage of this law.
4. PK enrollment has begun for the 2014-2015 school year. To date, 14 students have been enrolled.
  - a. One in 2 day PK
  - b. Three in 3 day PK
  - c. Ten in 5 day PK
5. Junior High Math: As larger classes enter the middle school, a solution must be developed to meet the instructional needs of the greater academic diversity represented in these classes. Plans must be established to reintroduce 7<sup>th</sup> grade Math and 8<sup>th</sup> grade Pre-Algebra for students not ready for 7<sup>th</sup> grade Pre-Algebra and 8<sup>th</sup> grade Algebra. The current structure has placed a difficult responsibility on the Junior High Math Teacher to provide and academically challenging education to all students in the Junior High math program. At first inspection, the solution will demand someone in addition to the current math teacher to teach these two classes.
6. Parent/Teachers Conferences were conducted and feedback from teachers was positive despite the long days they produce.
7. IT Committee is actively working toward the launch of the mobile computer lab. The goal for launch is the spring of 2014 allowing time for teachers to acclimate to its use as opposed to the stationary lab. Mission driven goals are being drafted to lead the efforts of this committee.

### Marketing/Communication Goals:

1. Kallen Hawkinson has accepted the full-time position of Director of Marketing and Communications. She will begin full-time on January 6, 2014.
2. Plans are being laid for the Winter Heritage Herald with mailing completed on January 22, 2014. This will put the edition in the hands of the database approximately two weeks before EFE.
3. Kallen met with Lisa Fitzgerald, the Director of Marketing from DMCS. Kallen received valuable information about branding/rebranding and the marketing strategy being employed by DMCS this year. That relationship should prove valuable for Kallen's development in this role.
4. Kallen will be attending the ACSI leadership conference on February 13-14, 2014. There is a specific marketing track being offered at this conference whose topics are very specific to the marketing needs of Heritage. Kallen will also have the opportunity to establish a network of marketing professionals that work in the field of education.
5. Mar/Com activities scheduled for January/February:
  - a. Revise, update, and produce marketing materials needed for spring efforts.
  - b. Winter Herald – Theme: The Fulfillment of Our Purpose
    - i. Testimonials from parents/students present and past
    - ii. Highlight purpose driven events
    - iii. Highlight EFE
    - iv. Highlight the launch of the Design Team
  - c. Host a table highlighting Heritage Christian School at the "One Book, Two Book" literary event at the Sheraton in Iowa City on January 18, 2014. Lysia Peters

and other volunteers will be at the table to discuss all that Heritage has to offer families in the community.

- d. Actively investigating a formal Open House for PK and Kindergarten prospective families. Considering February 10-12 as potential dates for that event.
- e. Reach out to local MOPS groups (or equivalent) with whom representative from Heritage can speak.

#### Facility Goals:

1. Design Team – Phil Holman is actively working on collecting information needed to lead the Design Team for Phase II. He has recruited Ben Edkin and is seeking one or two additional participants. The first formal meeting will be held before Christmas break.

#### Leadership Goals:

1. Heritage Athletic Philosophy is being revisited and revised to lay a more clear and consistent foundation from which policy will be revised/drafted. Coaches of every sport have been contacted for input as well as the current Athletic Director. Final draft will be presented for feedback from the Board of Directors in January 2014.
2. **Amend PK/K Retention Policy:** The policy passed by the Board of Directors whose goal was to increase enrollment in PK with those families committed to return to Heritage for Kindergarten needs to be amended. Currently, the Pre-K to K Retention Policy states, "In the event all seats in pre-kindergarten classes are filled, a new family willing to pay the deposit for Kindergarten can unseat a family who has not paid the kindergarten deposit." We, the office, propose that May 1st be specified in regard to the Pre-Kindergarten to Kindergarten Retention Policy where a family is no longer subject to lose their seat. Determining a date would provide clarity to families who wish to enroll but do not submit the Kindergarten deposit or apply for tuition assistance. The period of 5 months would still provide an incentive for those that want to submit the \$500 deposit. The reasons we believe that specifying a date would be advantageous is as follows.
  - a. Would prevent frequent calls and email questioning status of enrollment.
  - b. Would allow the required time to enroll in FACTS Tuition Management
  - c. Would allow time to submit tuition payment-in-full by the deadline of July 1<sup>st</sup>.
  - d. Would prevent families from looking for other options due to uncertainty of enrollment status.
  - e. Would help with finalizing enrollment projections before start of new fiscal year of July 1.

#### Upcoming Events:

1. Christmas Concert – Dec. 17, 2013 at 7:00pm (Make-up date of Dec. 19 at 7:00pm if necessary)
2. Christmas Break – December 23-January 3 (School resumes on January 6, 2014)

**Finance Report - General  
December 2013  
Mark Jessop, Chair**

**Current Goals:**

- To provide a 5-year rolling working budget to the Board
- To provide oversight of administration regarding working within the budget
- To provide input to the Board when appropriations of resources are necessary

**Committee Members:**

- Finance Chair: Mark Jessop
- Bookkeeper: Lisa Turnbough
- Administrator: Mike Annis
- Association Member/Parents: Anthony Schau

**Recent Activities:**

- Financial Reports
  - o Reviewed October financial statements. Details shared in Executive report, but income is above projections by about \$14K (additional students from final budget number) and expenses are about \$5K below budget (lower instruction costs– mainly timing/seasonal variances) – **so net is a positive \$19K**. Great start to the year.
    - As a reminder – the official budget shows a projected net loss of \$15K for this fiscal year.
- Pre-K tuition set for 2014/2015 year
- Budget
  - o Mike and Lisa have worked on initial budget (Round 1). Mark met with Lisa to go over budget (Round 2). Draft budget to be discussed at December board meeting during executive session.
- Audit
  - o Review is complete – draft report to be submitted to board in December.
    - No major issues. One item to review will be to limit deposits at financial institutions to at/below FDIC levels.

**Things to do:**

- Create/Revise Investment Policy
- Create approval process for major financial transactions
- Teacher Salary Review
- Custodial/Handyman Decision – On Hold

## December 5<sup>th</sup> Marketing Report

Steve Sherman, Chair

The following items are being worked upon this month.  
Kallen is in direct control of all of these items with Mike's supervision.

1. The Herald will be sent out Jan. 22, and I will be contacting sources for that before Christmas Break. The topics include: the building project and design team, Bolt family missions trip to Iraq, From Preschool to Alumni--how Heritage impacts students from preschool to college (this will include a series of testimonials), a written piece from Mr. Annis
2. Right now, I am focusing on the EFE materials. I designed a Save the Date postcard that went out a couple of weeks ago, and I am working on a poster and some other materials for EFE promotion.
3. I have contacted Grace Community Church and Parkview Preschool inquiring about MOPS programs and asking if we can get a mother there to talk about the school and hand out information to interested parents. I am still waiting to hear back from them.
4. Heritage will have a table at an event called One Book Two Book at the downtown Sheraton on January 18. It's a popular event in Iowa City celebrating children's literature, and this will be helpful for boosting community recognition and having face to face contact with interested parents. We are in the process of finding parents to volunteer for shifts throughout the day.