

Heritage Christian School Board Meeting Minutes – Open

9/8/2016 Meeting

Final

The meeting started at 6:30 pm. Sean O’Rear led the devotional and opened in prayer.

Attendance

Board Members: Mike Annis, Bob Coons, Mark Jessop, Natasha Miller, Kari Miller, Sean O’Rear, Eric Johnson, Todd Pierce

Absent: Gale Boldt, Jen Olsen

Teachers/Staff: none

Minutes of the 8/11 Open session were reviewed.

Motion made by Sean O’Rear to approve the minutes as amended

Seconded by Kari Miller

All in favor

No Opposed

Mark Jessop Abstained

Committee reports:

Admin – See Attached Document – Much discussion held regarding the Star 360 Assessment tool, including benefits vs current and costs.

Facilities – See Attached Document – Robust discussion on Siding and door. Expecting to hear back from the manufacturer in 2-4 weeks.

Treasurer – No updates – Will have the update for next meeting

Accreditation – No Updates

Marketing –

- See attached report on results of Brian Miller’s work on the website. Work included Webcrawler complete, Google analytics, Search engine optimization, Google Maps, Bing maps, Google insights.
- The Consumer perspective Survey has been reviewed by the board and we will send it out for completion via Survey Monkey. The survey is currently designed to collect general information about our current families. More action and data collection will be necessary after we gather this initial round of data.

Adjournment

The Session was closed in prayer.

Minutes respectfully submitted,

- Eric Johnson

**Administrator's Report
September 2016
Open Session**

Final Enrollment for 16-17:

Enrollment for 2016-2017 is 204. While that is two students above the projected enrollment, the number is not aligned with projections when counting tuition dollars. It is important to keep in mind that two families will be moving this year (expected to occur around Christmas) which will drop enrollment to 200. As plans begin for next year, the following information will be critical:

- We currently have 29 PK students. With a historical retention of 60%, that leaves 17 for Kindergarten if retention is not improved. In addition, some of our retention is tied to those who repeat PK.
- Re-enrollment, presuming no change, will affect the timing of employment contracts offered in Kindergarten and 1st grade.
- The current 1st grade group is too large to combine into one class for 2nd grade (25 after Christmas). Plans will need to be developed to address that.

Program:

Teacher Evaluation Policy (Operational Policy connected to the Governance Policy 423):

In revisiting the teacher evaluation process, a change is being implemented regarding teacher observations. The reason for the change is better inform teacher evaluations and provide more frequent feedback to teachers. The previous policy states:

Teachers will be observed at least twice each year for, at minimum, the duration of a class period. Observations may be unannounced and at least one will be conducted by the Head of School. All teachers will have walk-through, less formal observations throughout the school year. Reflections from all observations will be recorded for discussion and used as data for employee evaluations. All employees will undergo evaluations once per year, typically in late April or early May.

The revised policy will state:

Teachers will be observed frequently throughout the year to provide timely feedback and collect authentic data for annual evaluations. Observations will be unannounced and will occur at various times throughout the day to obtain a comprehensive view of what occurs in each classroom. Feedback will be given following each observation. Reoccurring deficiencies will be addressed through the Performance Improvement Plan. All employees will go through a summative evaluation once per year conducted before being issued a contract for continued employment.

"Academically Challenging" Evaluation Process:

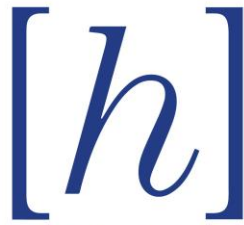
Heritage Christian School promotes itself as being academically challenging. While we are, we want to continue to grow and improve in the areas of instructional strategy, student learning, and remediation efforts. To ensure that resources are being carefully directed toward that goal, assessments must effectively evaluate in order to make the right adjustments. Furthermore, there must be a way to determine the effectiveness of adjustments. Heritage is beginning the process of evaluation and adjustment in the following areas:

1. Reading Recovery: Heritage maintains a goal that all students read at or above grade level. Through testing with Developmental Reading Assessment (DRA) twice annually, 15 students have been identified as reading below grade level. Plans are being finalized to address the needs of those students through one-on-one support provided once week beginning the week of September 19.
2. School-Wide Assessment Tool: Heritage is investigating an assessment tool called STAR 360. It is a web based tool designed to assess pre-literacy, reading development, and mathematical thinking development. It is far less time intensive than currently used tools and provides far more (and specific) data than what we currently have available. We have entered a 60 day trial period that provides teachers and a defined number of students access to the system for evaluation. If the quality is high, the efficiency of the testing and the quality of data in those subject areas better

positions teachers and admin to make real-time adjustments to instruction and better inform parents of student growth and development. An update will be provided in the month of October.

Faculty/Staff:

With the increased participation in the After School Program, Heritage is actively seeking an additional supervisor. On more than one day per week, attendance exceeds 25 students which makes quality supervision difficult to achieve considering the age range of the children.



Heritage Christian School

Facilities Committee Report

Date: 9/08/2016

Chairperson: Sean O'Rear

Mission: To provide a Christ-centered, academically challenging education that reinforces the parent's responsibility to raise children who love and serve Jesus Christ.

Vision: Heritage Christian school will offer an exemplary education presenting students who: defend their faith, excel in future studies, and impact their community.

Committee Members:

- Chairperson: Sean O'Rear
- Faculty/Staff: Mike Annis
- Association Member/Parents: Rob Hajek

Recent Activities:

Plumbing

- **Sensor modules on two faucets in east end of building need replaced. One in each the boy's and girl's restrooms. Both faucets on the right as you face the sinks. Faucet was stuck in the open position (water not shutting off).**
- **Replaced module in girls restroom, have two modules on order. One for boys restroom and one for a spare.**

Electrical

- **Breaker upstairs has been tripping. Seems to have something to do with outlets looped together in the kitchen and gymnasium.**
- **Safety light replaced over the summer in the gym blows glass fuse inside fixture when tied to light fixture outside building. Also possible issue with outside lights functioning properly. Further investigation needed.**
- **Lights fixtures throughout the building are needing ballasts replaced.**

Mission Statement

We are committed to providing a Christ-centered, academically challenging education that reinforces each parent's responsibility to raise children who love and serve Jesus Christ.

255 Hackberry Street – North Liberty, Iowa 52317 – Phone 319.626.4777 – Fax 319-626-4778 – www.hcs-nl.com

Water Leak

- The doors upstairs going out to the roof allows water to leak into the building. The water appears to be running down the duct work over the kitchen damaging ceiling tiles and leaking into light fixtures.

Siding

- Issue noticed with siding on outside of building August 13th, 2016. The siding is cracking in many areas around the entire building, there are places where pieces have broken off.
- Siding Manufacturer, Architect and General Contractor have been contacted.
- Kyle Knapke (Local Siding Manufacturer Representative) submitted a claim on August 18th.
- Called Nancy at James Hardie Products claims department on August 25th. She informed Sean that we would be receiving a call to set up an onsite meeting with representative in the next 2 weeks.
- Received call from Gary Maas on September 1st to setup onsite meeting, meeting set for September 8th. Gary is subcontracted by Hardie Products, Inc. to come to the school take pictures and make a report.

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Heritage Site Audit

August 2016

Broken Links

Only 3 broken links:

On these 2 pages: </blog/iowa-city-preschool/> and </category/blog> the “Photo Gallery” link is broken

On <http://hcs-nl.com/parents/get-involved/>, Sarah Snell’s email is a broken link

Google recommendations

- Image compression and browser caching.
- Look into server response time, minified HTML/CSS and scripts that need to load before the visible part of the page loads.

! Should Fix:

Enable compression

↳ [Show how to fix](#)

Leverage browser caching

↳ [Show how to fix](#)

! Consider Fixing:

Eliminate render-blocking JavaScript and CSS in above-the-fold content

↳ [Show how to fix](#)

Optimize images

↳ [Show how to fix](#)

Reduce server response time

↳ [Show how to fix](#)

Minify HTML

↳ [Show how to fix](#)

Minify CSS

↳ [Show how to fix](#)

✓ 3 Passed Rules

▼ [Hide details](#)

Avoid landing page redirects

Your page has no redirects. Learn more about [avoiding landing page redirects](#).

Minify JavaScript

Your JavaScript content is minified. Learn more about [minifying JavaScript](#).

Prioritize visible content

You have the above-the-fold content properly prioritized. Learn more about [prioritizing visible content](#).

Download optimized [image](#), [JavaScript](#), and [CSS resources](#) for this page.

SEO Optimizer Report

Most areas (header tags, text/html ratios, etc.) look very good

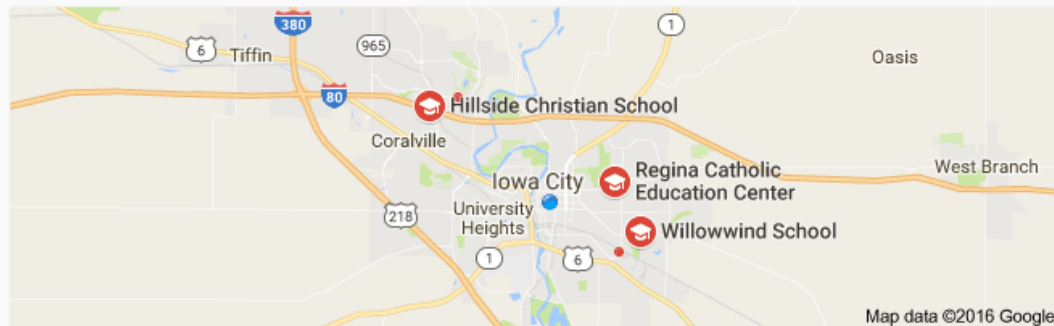
2 most important areas for improvement:

Encoding

Meta Description missing

<https://docs.google.com/spreadsheets/d/1JjbSWT8x2pvhAXQLj25FRzevqBmhj4e1SezGf6bGXgA/edit?usp=sharing>

Full crawl:

[All](#)[Maps](#)[Shopping](#)[News](#)[Images](#)[More ▾](#)[Search tools](#)

Map data ©2016 Google

Regina Catholic Education Center

3.3 ★★★★★ (5) · Catholic School

1.5 mi · 2150 Rochester Ave · (319) 338-5436

Closed now

[WEBSITE](#)[DIRECTIONS](#)

Willowwind School

3 reviews · Private School

2.1 mi · 950 Dover St · (319) 338-6061

Closing soon: 5:00 PM

[WEBSITE](#)[DIRECTIONS](#)

Hillside Christian School

No reviews · Private School

3.4 mi · 1250 12th Ave · (319) 339-0998

[WEBSITE](#)[DIRECTIONS](#)[☰ More places](#)



[All](#) [Maps](#) [News](#) [Images](#) [Shopping](#) [More ▾](#) [Search tools](#)



Montessori Children's Garden

2 reviews · Preschool

7.2 mi · 20 Circle Dr · (319) 665-9625



[WEBSITE](#)

[DIRECTIONS](#)

Creation Kids

2 reviews · Day Care Center

7.5 mi · 85 N Jones Blvd · (319) 626-2284



[WEBSITE](#)

[DIRECTIONS](#)

Frog Hollow Kid Campus

1 review · Preschool

7.0 mi · 410 N Front St · (319) 626-3175

Open until 6:00 PM



[WEBSITE](#)

[DIRECTIONS](#)

[☰ More places](#)

North Liberty Community Preschool: Preschools North Liberty, IA

northlibertypreschool.com/ ▾

North Liberty Community Preschool provides the North Liberty, IA area with early childhood education learning programs. Pre-K, social skills.

Google insights

You've claimed and customized your Google Places page, which is good. You may want to change the listing type to "Private School" so you can show up on the map for searches like "Iowa City Private Schools"

May want to consider a separate listing for the Preschool (so it can show up when you search for "North Liberty Preschools")

Searching for "Heritage Christian School", the school shows up #1 if you're in the area, but 6th if you're outside the area.

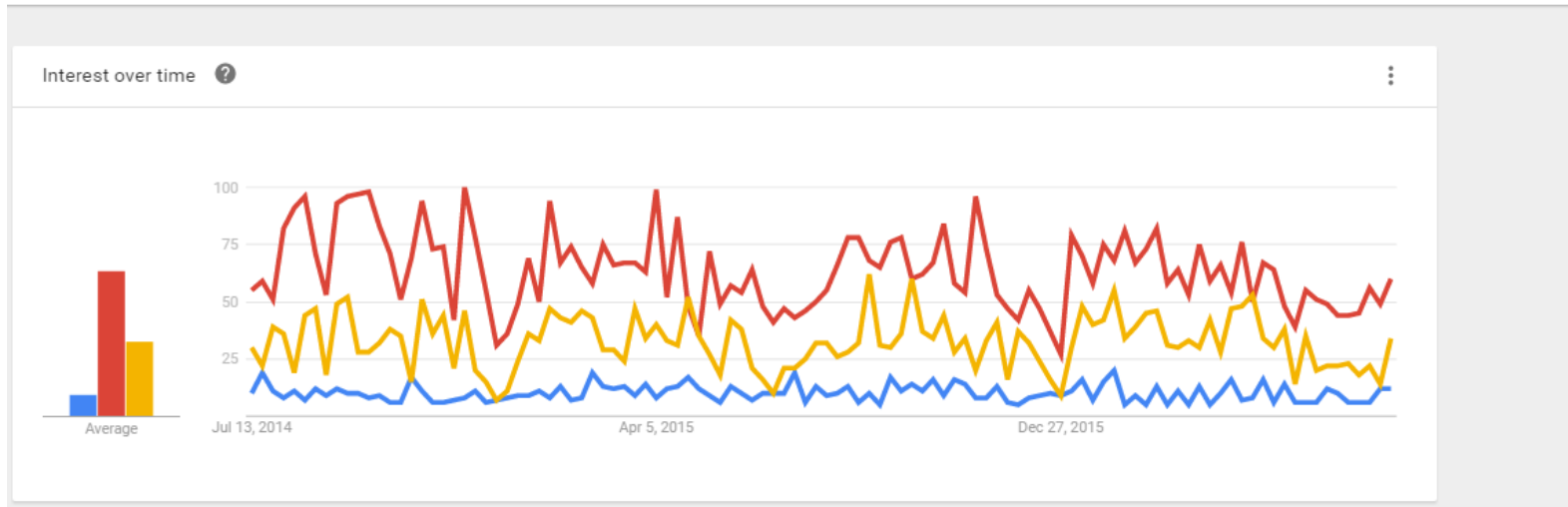
● Private school
School category

● Preschool
School category

● Kindergarten
School category

+ Add comparison

Cedar Rapids-Waterloo-Iowa ... 7/8/14 - 8/8/16 All categories Web Search



Google Trends

People in the corridor search the Preschool category twice as much as the Kindergarten category, and 6 times as much as the Private School category.

Search numbers have come down a bit from 2014. Strong search periods are early January to April, and from August to November.

Insightly integration

Add “more info” forms to track incoming inquiries.

<https://support.insight.ly/hc/en-us/articles/204248040-Adding-an-Insightly-webform-to-a-WordPress-site>

Next:

- Meta description / encoding fixes
- Google places updates
- More keyword research
- Link building opps