

Heritage Christian School Board Meeting Minutes – Open
February 14, 2019 Meeting

The meeting started at 6:30 pm. Josh Nimmo led the devotional and opened in prayer.

Attendance: Mike Annis joined by phone for the HOS report portion.

Board Members: Josh Nimmo Kari Miller Richard Barclift
Natasha Miller Unyime Ituk Sarah Norpel Gale Boldt

Absent: Kristi Rotzoll

Teachers/Staff:

Minutes of the 01/10/2019, open session were reviewed.

Motion was made by Natasha Miller to approve the 01/10/2018 meeting executive minutes as amended.

Seconded by Josh Nimmo

No further discussion

Vote 5-0 to approve

Abstain: Gale Boldt

Motion was made by Natasha Miller to approve the 01/10/2018 meeting open minutes.

Seconded by Josh Nimmo

No further discussion

Vote 5-0 to approve

Abstain: Gale Boldt

Head of School Report

A discussion was held on options for making up the recent snow days, current enrollment numbers. (See below.)

Facilities Update

Discussion was led by Rich Barclift on options for replacing the gymnasium heater, bids for security cameras.

Motion was made by Gale Boldt to approve the repair of the gymnasium heating/cooling unit at a maximum price of \$6,000. (Vote carried out by email communication on 02/19/2019.)

Seconded by Sarah Norpel

No further discussion

Vote 7-0 to approve

Abstain: Kristi Rotzoll

Fundraising Update

Gale led a discussion on current fundraising endeavors.

Marketing Update

Josh Nimmo led a discussion on upcoming marketing goals. (See below.)

Board President Update

Natasha Miller led a discussion on potential new board candidates, HOS upcoming interview schedule.

Minutes respectfully submitted,

-Sarah Norpel

HCS Marketing Update – Board Meeting 2/14/19

General

- Kendra told me yesterday that she has accepted another position, we have a call scheduled with our new account manager who has been working on the team for us already and specializes in social media marketing, there is a solid plan in place for the transition and to discuss strategy before Kendra leaves. She has been great and will be missed, but we will still stay in contact and she will be available if needed.

Open Items:

Website Refresh -- Review with Maudience: 2/27 2pm

- Maudience has completed transferring content to new site, ready for our input/approval
- On track for March launch, preferably would like to have live by EFE!

EFE – Program/Insert, Table Signs, Thank You Cards, Presentation Template, Videos

- We will complete rest of templates in house using same images for digital to save those hours
- Templates drafts are complete, minus thank you's, draft video is created
- There have been some issues trying to get parent/teacher testimonials due to weather, might have to press with what we have based on timing and use that content later

Active Ads – Pre-K, EFE, Open Enrollment

Google AdWords:

- Running through March, check in/ make adjustments as needed & provide monthly report

Facebook Advertising:

- Running through March, check in/ make adjustments as needed & provide monthly report

Spotify:

- Running through March, check in & provide monthly report

Life 101.9:

- Running through March, check in & request stats

CBJ Ad:

- Need to determine if still want to execute, if so ad size?

Direct Email/Mailer:

- Need to determine information to include and pricing
- Mailing list was quoted minus printing, Email is unknown att

Completed Items:

- Marketing Content for 3 Campaigns – Pre-K Enrollment, EFE, Open Enrollment
- Winter Association Meeting Update

Budget

- On pace as projected
- We were not charged for a significant overage of hours because they wanted to stick to quote, this was about \$3000 worth of work that was completed and not charged. We decided that meeting halfway for the overage was appropriate. These funds came from EFE which were already allocated in that budget, so as stated above we are still on track even with this payment.
- I would like to highlight that Maudience is the first company I have worked with that is not hyper hours focused and completed the work without any request for us to cover the overage. This is unique and is further indication that we made a good choice in working with Maudience.

Whiteboard / For Discussion

- Messaging Discussion, Prospective Parent Persona Today? 5 Years?
 - Do these support the desired growth of the school?
- Lead Nurturing / Workflow Review
- Monthly Open Lunch Initiative
 - Intimate Open House Concept
 - Targeted Marketing Opp – Digital, Print, Signage...
 - Cold Calling?
- HCS Social Club
 - Curriculum Integration
 - Community Involvement
 - Content Creation
- HCS Business Spotlight
- HCS Blog?
 - Traffic Increase
 - Future Ad Revenue
- Hyvee School Spirit Section
- School Hardware/Software/Staffing/Training

Head of School Report

February 2019

Open Session

2019/2020 Enrollment: Enrollment/Reenrollment for 2019/20 compared to the last two years.

19/20	18/19	17/18
PK3 - 1	PK3 – 5	PK3 – 5
PK5 - 12	PK5 – 20	PK5 – 12
K - 20	K – 7	K – 2
1 - 12	1 – 4	1 – 6
2 - 14	2 – 4	2 – 4
3 - 11	3 – 5	3 – 4
4 - 12	4 – 7	4 – 3
5 - 15	5 – 5	5 – 2
6 - 15	6 – 2	6 – 4
7 - 7	7 – 7	7 – 4
8 - 14	8 – 3	8 – 2
Total: 133	Total: 69	Total: 48

Two Additional Points:

While 5-day PK enrollment is not out of line with past trajectories, 3-day PK is. Traditionally, we see 3-day PK increase after 5-day PK class fills. We need to focus on opportunities to increase enrollment in those classes.

There are four students on the waiting list for Kindergarten. Policies 381 and 382 describe how we handle waiting lists and open a second section of a class. If the demand determines a second section of Kindergarten is warranted, one of the co-curricular spaces will need to be reclaimed as a classroom (preferably music if the number of students is less than 15).

Faculty/Staff:

As of February 8, 2019, two teachers have communicated that they will not return to Heritage after this year; Serah Snell (PE/AD) and Sue Leeland (P/T Music Appreciation). Neither is leaving on bad terms.

1. Role descriptions have been revised and updated
2. Two vacant full-time positions have been posted to university job boards, ACSI and CSI – PE/AD, MS Science and Language. We will attempt to fill the music vacancy through local contacts first.
3. Lists of graduates have been acquired from Dordt College and Northwestern. Personal emails will be sent to graduates whose degrees align with our needs.
4. Talked with Brenda and Josh N about reworking the Employment page on the school's website to better "sell" this community as the place to live and Heritage as the place to work.

Inclement Weather Cancellations:

Heritage Christian School needs to make up (to date) 9.5 hours of instructional time due to cancellations and/or late starts and early dismissals.

Rather than reclaiming more days already scheduled as breaks or extending the school year, I recommend that we lengthen the appropriate number of school days through the month of March to meet our current make-up requirements.

Recommend that we start school at 8am and go to 3:25pm for three primary reasons:

1. Starting earlier in the morning may be more difficult for families but morning is more valuable for instruction.
2. Ending close to the same time as normal so that afternoon practices, rehearsals, and lessons will not be further compromised.
3. Adding 40 minutes allows the middle school to add a full class period to each day.

I would also recommend that Heritage Christian School change the length of the school day for the 2019/2020 school year to 8:15-3:15. I recommend this for two primary reasons:

1. Adding 15 minutes to each school day would provide an additional 7 days built into the school calendar (44 hours of instructional time according to the state).
2. This would provide for a reasonable lunch period for 5th-8th grade students who currently only get 20 minutes. By the time students are settled for lunch, they have between 10-15 minutes to eat.
3. Self-contained classroom teachers would benefit from more time and would likely appreciate it.

Facility:

The York rooftop unit that controls climate in the gymnasium needs substantial repairs. The unit has a 2-stage heat exchanger and one stage has failed. The unit runs on one stage but is

inefficient, unable to maintain acceptable temperature in the gym and it produces significant (and unsafe) exhaust fumes that can be smelled in the gym and office. Prybil Heating and Air is providing a bid for repairs and the cost of replacing the entire unit. I do not have the actual bids. Jeff Prybil gave me the information over the phone. I have asked Brenda to seek competitive bids for the work due to its cost. Two companies are scheduled to be on site Thursday, February 14 to collect information to provide a bid. Since the unit must be left off for long periods of time, the work must be done ASAP.

Prybil:

Replace the heat exchanger (both phase) in the existing unit and all complimentary parts with a 90-day warranty on the new parts. \$5751.20. The expected lifespan on the new heat exchanger is 8-9 years (industry standard). This work could be completed within 10 days.

This leaves the air conditioning side intact. If the compressors on the air conditioning side need to be replaced, each condenser will cost approximately \$5000. This does not include the expense of condensing and evaporator coils (most often not replaced).

Replace the entire York unit. This would come with a 10-year warranty on all parts. \$22,350. This would require a month to a month and a half.