

**Heritage Christian School Board Meeting Minutes – Open**  
July 11, 2019 Meeting

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

**Attendance:** Scott Montgomery

**Board Members:** Kristi Rotzoll Josh Nimmo

Natasha Miller Richard Barclift Sarah Norpel

**Absent:** Kari Miller Gale Boldt Unyime Ituk

**Teachers/Staff:**

Minutes of the 06/13/2019, open session were reviewed.

**Motion was made by Natasha Miller to approve the 06/13/2019 meeting open minutes as amended.**

**Seconded by Rich Barclift**

**No further discussion**

**Vote 5-0 to approve**

**Abstain:**

## **Finance Report**

Kristi Rotzoll led a discussion on the May 2019 financials and the Annual Fund budget.

**Motion was made by Kristi Rotzoll to approve the May 2019 financials as submitted.**

**Seconded by Josh Nimmo**

**No further discussion**

**Vote 5-0 to approve**

**Abstain:**

**Motion was made by Kristi Rotzoll to approve the 2018 Annual Fund budget.**

**Seconded by Rich Barclift**

**No further discussion**

**Vote 5-0 to approve**

**Abstain:**

## **Facilities Report**

Rich Barclift led a discussion on siding (ongoing), playground drainage, sidewalk repair. (See report below.)

**Motion was made by Rich Barclift to approve the bid from Country Landscapes to perform the drainage work on the playground to come from the 2018 Annual Fund Budget. (Vote carried out by email on 07/23/2019.)**

**Seconded by Natasha Miller**

**No further discussion**

**Vote 7-0 to approve**

**Abstain**

## **Marketing Report**

(See below.)

**Motion was made by Josh Nimmo to accept the proposed marketing bid from Maudience. (Vote was carried out by email on 07/27/2019.)**

**Seconded by Natasha Miller**

**No further discussion**

**Vote 7-0 to approve**

**Abstain:**

## **Fundraising Report**

(See below.)

## **Administrator Report**

Scott Montgomery led a discussion on the Wheaton Academy Conference, 100 day plan for 2019-2020 school year, strategic planning. (See report below.)

Minutes Respectfully Submitted,

Sarah Norpel

# HCS Marketing Update

Board Meeting 7/11/19

## GENERAL DISCUSSION

Maudience is still working on strategic plan. (Mike went on his honeymoon recently, he offered to try and complete while gone, I told him he should focus on the vacation and we can review when he returns, this will be his first week back)

Edits are complete on new marketing video; I was waiting for template updates/constant contact push for that video. Check it out [here](#). (Yes we will change the thumbnail image!)

Scott and I plan to meet prior to board meeting to talk about marketing ideas for next year.

**Request** – As a group, could we each come up with 1 or 2 families that we think would be willing to provide updated Heritage Stories for the fall? I would like to get that segment as a video testimonial soon if not this next round too. I think having a short list to work from would be helpful to start reaching out.

## OPEN ITEMS

Maudience Strategic Plan Proposal for 2019/2020

Summer Share Communication

Digital Ads – Google/FB running, **Zillow in works (Need an update on progress)**

Active Ads – Pre-K, Open Enrollment

Fall Promo Preparation (items pending meeting)

## COMPLETED ITEMS:

2019 Marketing Video

## BUDGET:

Still under budget for completion of last year, need to review hours for new marketing video and will look at opportunity for expanded ads as we approach final fall registration push.

## WHITEBOARD:

- Lead Nurturing / Workflow Review (Need to schedule this)
- Current family invitation sharing
- HCS Social Project
  - Curriculum Integration
  - Community Involvement
  - Content Creation/Calendar
  - Heritage Mic'd
- Teacher/Staff Bios & Prospective Teacher Page – Need to discuss asking for more info to personalize staff on site
- HCS Business Spotlight
- Hyvee School Spirit Section – No reply yet, need to follow-up with Angie, but the display is currently High Schools...
- School Hardware/Software/Staffing/Training
- Website text to video migration
- Hardware/Software Research
- Heritage Stories – K, 4<sup>th</sup>, 8<sup>th</sup> Annual updates + photo + interview
- Digital Ad Board?

## **Fundraising Report**

**Date: 07/9/19**

**Chairperson: Gale Boldt**

### **Committee Members:**

- Gale Boldt
- Faculty/Staff: Scott Montgomery

### **Recent Activities:**

- **EFE –**
  - **Date set for March 6, 2020**
    - **Speakers in consideration**
      - Ben Sasse
      - Matt Chandler
      - Natasha Crain
  - **Chairperson: Lisa Turnbough**
    - **Subcommittee members**  
Sponsorship: Sara Sunblad  
Tickets: Lisa Turnbough  
Food: Stephanie Coons  
Decorating: Angie Maddux  
Set—up/Tear down: Troy Norpel  
Hospitality Chari: Sean McIntyre  
Silent Auction: Angie Maddux
- **Operation G.O.O.D. –**
  - **Met with Tammy Veenstra regarding teacher feedback**
    - **Action Items**
      - **Revise Script**
      - **Parent Education**
      - **100%, 200%, 300% of goal predetermined party**
      - **\$1,000 bring a buddy to lunch (is there a way we can adjust this incentive)**

*Heritage Christian School exists to serve Christ by partnering with parents to provide biblically faithful, academically excellent education.*

*Our Vision at Heritage Christian School is to be a leader in developing passionate life-long learners committed to Christ.*

**Date: July 11, 2019**

**Scott Montgomery, HOS**

**Recent Activities:**

- Attended Wheaton Academy Best Practices Conference (June 24-26) in Atlanta. Attended sessions on:
  - Assessing Spiritual Formation through Formative Assessment. Enlightening and convicting discussion on spiritual formation in our students/children. Informative information on how to monitor student learning of biblical worldview, spiritual growth, etc. through formative assessment.
  - School leadership with Steve Boldt (HOS, Wheaton Academy) included information on working with parents and students, teachers and school culture, and “survival skills.” Good information from a school that has grown exponentially and seems to be focusing on all the right things.
  - Chapel in a changing world. If there was one session that challenged me it was this one. I’ve not spent a huge amount of time in our current chapel services but the way in which Wheaton focuses on spiritual formation and chapel before anything else was impressive and something I’ll be working to implement at Heritage.
  - Session on teacher evaluation and compensation. This is a longer-term conversation we as a board/school should have but they have abandoned the experience/education scale in favor of a more business-like band that rewards “Professional,” “Advanced,” and “Master” teachers differently based on a rubric that factors a variety of issues.
  - Understanding by Design. Spent some time exploring some of the concepts behind UbD. I know we’re in year two of our implementation efforts so it was good to get some practical applications to how it’s working in another school.
  - Spent time with Gene Frost (former HOS at Wheaton Academy and now Executive Director of the Wheaton Foundation) discussing strategic planning for Christian Schools. Several personal follow-ups to consider and share as we move forward with our own strategic planning effort.
  
- Have begun initial 100-day plan engagement activities. Plan attached for board’s review

**Planning Activities**

- Strategic Planning Activities – see attachments
  - Drafted initial timeline and deliverables for HCS Board/Staff planning for the development of a new strategic plan. Will discuss in more detail in person.
- Continue planning content for “Parent University” initial planning, prioritization and engagement strategy. Have discussed some initial aspects with Parkview leadership.

- Continue planning for teacher back to school in-service

## July 2019 Facilities Chair update

- Siding issue is still unresolved
- Tom Maxwell has our number to pursue for compensation (\$201,000)
- Tom Maxwell recommends giving Shive Hattery until the end of the month to respond or we proceed with law litigation

- Sidewalk issue in front of main entrance

- Resolved

-Playground drainage issue

- Country Landscapes has assessed and provided two options
  - Option 1 = \$3930 (Grading)
  - Option 2 + \$5635 (Tile & Grading)

Stumpf has not performed an assessment/estimate to date

- Contacted POC. Tina 4 July to ascertain when estimate will be completed
- Update: Stumpf rep. performed assessment of the project today 2019-07-11. Will e-mail Facility chair the estimate