

Heritage Christian School Board Meeting Minutes – Open

August 8, 2019 Meeting

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

Attendance: Scott Montgomery

Board Members: Josh Nimmo Kari Miller Richard Barclift Sarah Norpel
Unyime Ituk (joined at 8:00)

Absent: Natasha Miller Gale Boldt Kristi Rotzoll

Teachers/Staff: None.

Minutes

Discussion of open and executive minutes from 07/11/2019, was deferred. No vote carried out as no quorum met.

Facilities Report

Rich Barclift led a discussion on siding (ongoing), playground drainage, upcoming back to school work day. (See report below.)

Marketing Report

Josh Nimmo led a discussion on ongoing marketing endeavors including apparel, website update, Heritage Stories, etc. (See report below.)

HOS Evaluation

Kari Miller led a discussion on the creation of an HOS evaluation. Evaluation instrument, criteria and goals for the 2019-2010 school year were reviewed and discussed. Discussion will continue at next meeting.

Administrator Report

Scott Montgomery led a discussion on the topics below. (See report below.)

Exit Interviews

Kari Miller led a discussion on parent exit interviews. Decision was made to have Scott Montgomery follow up and have a discussion with families who have left HCS in the coming months.

Minutes Respectfully Submitted,

Sarah Norpel

August 2019 Facilities Chair update

- Siding issue is still unresolved
- Tom Maxwell has our number to pursue for compensation (\$201,000)
- Tom Maxwell owes me a status on HCS case

-Playground drainage issue

- Country Landscapes has assessed and provided two options
 - Option 1 = \$3930 (Grading)
 - Option 2 + \$5635 (Tile & Grading)
 - Country landscapes has been contacted to do the drainage project
 - Estimated start date is October
 - Proceeding with option 2

-Fall cleanup

- Discuss list

HCS Marketing Update

Board Meeting 8/8/19

GENERAL DISCUSSION

As you all know, our marketing agreement with Maudience going into the fall is approved. We opted for a 6 month to give us some flexibility with our commitment. I am happy with the resources we have in place, especially for what we are spending.

A general marketing email and share email were sent out last month. I have my names in mind and have a goal to send the emails this week. **How is everyone else doing on sharing?** I will send another follow-up email prior to school starting.

Recent activity has included logo and shirt design work for Scott's Rise campaign. I am excited about the concept and really think that we were able to put together something cool for the branding. I think it is ok to pass this along ☐

Requested horizontal logo for v2:

[h] Rise
COL 3:1-2

Shirt design approved, plan light gray shirt with blue



Shirt v1

This shirt will be provided for the staff for this year and we plan to make it available in the next online order as well.

Requested horizontal logo for v2:



Shirt design approved, plan light gray shirt with blue



Shirt v1

The horizontal logo will be available for use as needed, this is concept only, not final colors, but keeps with a literal translation of "Heritage Rise" along with maintaining the school branding with the concept.

Along with the designs, I have been working with previous and current POCs for Heritage gear to make sure we are good for upcoming orders.

Focus right now is working on the annual content calendar so that we can plan hours and events to stay in front of deliverables. I left a message for Angie also; I would like to collaborate better with HANDS this year for promotion of their events.

Note: I also requested/received an Insightly Report from Kathy that includes are current leads. Reviewing this list and analyzing our current process needs to be a top priority so that we are converting as high of a percentage as possible. We know that we are in a market with lower volume lead potentials, so we need to make sure we do not lose any unnecessarily or fail to nurture leads to a close that need that. See Open Items.

OPEN ITEMS

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

Active Ads – Pre-K, Open Enrollment

Marketing Content Calendar

Inbound Leads Workflow – Need to schedule a meeting with Scott for this specifically and to make sure that we follow-up with all open leads. I might even recommend we call and get feedback from inactive leads in order to improve the experience and take advantage of opening any new/cold opportunities.

Heritage Stories – Have not initiated, need to follow-up to ask current families

Fall Heritage Online Store – Plan to have open through the beginning of school

Hardware for audio recording? Crawl portion, discussed opportunity to podcast chapel...

COMPLETED ITEMS:

Maudience Strategic Plan Proposal for 2019/2020

Summer Share Communication

2019 Marketing Video

Heritage Rise Logo/Shirt Designs

BUDGET:

Line item review with Lisa/Kristi prior to signing agreement. Will update with monthly expenses. We did get Lisa on the Maudience QuickBooks system this month so that she gets invoices direct as well.

WHITEBOARD:

- ~~Lead Nurturing / Workflow Review (Need to schedule this)~~
- ~~Current family invitation sharing~~
- HCS Social Project <= We will start with crawl phase; training/execution hours worked into Maudience monthly retainer
 - 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~~ =< Discussed with Scott, we like the direction of this, but too much to execute for this year, maybe for next year

HCS Business Spotlight =< I really wanted to find someone that could head this up for us. I have not had the time or had someone step up, but would like to engage further than business directory. Think cross marketing opportunities with business of the month, ad space at the school...

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 – Finished for this year, other than textbot?

Heritage Stories – K, 4th, 8th Annual updates + photo + interview

Digital Ad Board?

Administrator's Report

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: August 8, 2019

Scott Montgomery, HOS

Recent Activities:

- Preparing for back to school staff in-service days (copy of agenda attached)
- Preparing for back to school work-day (copy of staff needs attached)
- Reviewing/Revising 2019-20 Chapel Schedule (copy of current plan attached)
 - I have been working with Nicole Early on a "revision" to the chapel program that will utilize the "Rise" theme throughout the year. Knowing that we can't focus on simply one verse for 9 months – we have broken the year into "mini-themes" and will begin to focus on attention on particular aspects of what it means to "set our minds above" (e.g., walking humbly, serving others, caring for creation, etc.).
 - Potential characters and/or Biblical stories are highlighted to give chapel speakers something to work from and the schedule includes potential verses for teachers to use in class to reinforce aspects of the theme.

Spiritual Formation

- The chapel content above is part of a larger effort to review how we approach spiritual formation at HCS. The staff have all been through Biblical worldview training (not including new staff: Van Otterloo, Munson) so their familiarity and grounding in this area is strong; however we need to ensure that we're viewing spiritual formation as one of the central components of HCS.
- We as a staff will be working to develop a "Spiritual Formation Philosophy" document that outlines how we as a school, pursue the spiritual transformation of our students and in turn our community. That transformation needs to be evident in the aligning of our efforts in bible classes, chapel, service projects, the practicing of spiritual disciplines, and most importantly, that we are intentionally building relationships with our students and discipling them to know Jesus intimately as their Lord and Savior.
- I met with Dean Ritter at Isaac Newton to discuss how they've aligned their efforts and will be working with staff to ensure our efforts are similarly aligned.

Teacher Evaluations

- We have ordered – but not yet received – the Wheaton Academy teacher assessment instrument. We will need to "tweak" some of the content for lower grade teachers but are confident we can have that done by late September, early October which should not hinder overall staff evaluations.

Planning Activities

- Strategic Planning Activities – Planning for September 7 "retreat." More info to follow.
- Continue planning content for "Parent University" initial planning, prioritization and engagement strategy.