

Heritage Christian School Board Meeting Minutes – Open

September 12, 2019 Meeting

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

Attendance: Scott Montgomery

Board Members: Josh Nimmo Richard Barclift Sarah Norpel

Unyime Ituk Natasha Miller Kristi Rotzoll

Absent: Kari Miller

Teachers/Staff: None.

Minutes

Minutes of the 08/08/2019 open session, 07/11/2019 open session and 07/11/2019 executive session were reviewed.

Motion was made by Unyime Ituk to approve the 08/08/2019 meeting open minutes as amended.

Seconded by Josh Nimmo

No further discussion

Vote 4 -0 to approve

Abstain: Natasha Miller, Kristi Rotzoll

Motion was made by Josh Nimmo to approve the 07/11/2019 meeting open minutes as written.

Seconded by Rich Barclift

No further discussion

Vote 5-0 to approve

Abstain: Kari Miller, Unyime Ituk

Motion was made by Josh Nimmo to approve the 07/11/2019 meeting executive minutes as written.

Seconded by Kristi Rotzoll

No further discussion

Vote 5-0 to approve

Abstain: Kari Miller, Unyime Ituk

Discussion was held on moving Board meetings to the third Thursday of every month starting with the October 17th meeting.

Discussion was held on filling the open fundraising chair Board position, possible candidates. Natasha Miller will communicate the opening to the Association and school community next week.

Marketing Report

(See report below.)

Finance Report

Kristi Rotzoll led a discussion the 06/2019 executive financial report. Discussion also included the proposed 2019-2020 budget, fundraising budgets, research on endowments.

Motion was made by Kristi Rotzoll to approve the 06/2019 executive finance report.

Seconded by Josh Nimmo

No further discussion

Vote 6-0 to approve

Abstain:

Motion was made by Kristi Rotzoll to approve the updated 2019-2020 budget.

Seconded by Unyime Ituk

No further discussion

Vote 6-0 to approve

Abstain:

Early Education Discussion

Sarah Norpel led a discussion on expanding the early education program. Report back on possible locations at next board meeting and then look at next step of forming an Early Education Committee.

HOS Evaluation

Natasha Miller led a discussion on the HOS evaluation tool.

Motion was made by Natasha Miller to approve the HOS evaluation tool created by Kari Miller/Scott Montgomery.

Seconded by Josh Nimmo

No further discussion

Vote 6-0 to approve

Abstain:

Administrator Report

Scott Montgomery led a discussion on the topics below. Board governance policy 525.1 (pre-K enrollment start date) will be revised and revisited during the October meeting. (See report below.)

The Board received a letter of resignation from Gale Boldt 09/02/2019.

Minutes Respectfully Submitted,

Sarah Norpel

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: September 12, 2019

Scott Montgomery, HOS

Recent/Ongoing Activities:

- **Back to school in-service – success**
 - **Several teachers remarked that they felt energized, supported, and encouraged by our back to school in-service.**
 - **We spent a significant amount of time talking about collaboration and the need to learn from one another (in PLC's as well as informal opportunities).**

- **Start of the School Year**
 - **After the first two weeks it seems our enrollment numbers have leveled out – we are sitting at 173 (we were 174 at the end of the school year). Despite losses of several families we have picked up a corresponding number of students so our enrollment remains flat from last year.**
 - **Rise has been well received by students (and parents) and our chapels have focused on that theme since the beginning of school.**
 - **Tammy continues to review Bible curriculum and teachers have been asked to review current Bible Standards and Scope and Sequence as we evaluate potential texts.**

- **Policy Change**

The previous administrative policy for PreK enrollment – and what is communicated to parents of prospective PreK families – is out line with the Board's governance policy **525.1** regarding the age of enrolling students.

The administrative policy allowed students who had not turned 4, but did so by September 15, to enroll in PreK. I amended that policy to say that students who turned 4 after the start of school AND September 15 *may be* considered for enrollment in 3-day PreK pending an evaluation by the PreK teacher.

The governance policy on age was adopted in 2016 and says students must turn 4 by the start of the school year.

I'm requesting that the Board modify governance policy **525.1** to be amended to mirror the administrative policy that allows for students younger than 4 to be admitted to PreK as circumstances warrant.

- **Teacher Evaluations**

- **We have created the teacher observation and evaluation tools that were ordered from the Wheaton Academy Foundation. Tammy and I are currently finalizing the content of the tools and will pilot the tools with 2-4 teachers in September and early October to get feedback on the use of the tool, make any necessary adjustments. We will begin official use of the tool in late October.**

- **Strategic Planning Activities**

- Thanks for your input and efforts on this past Saturday. More follow up and finalization over the next few weeks and discussion at the October Board Meeting.

HCS Marketing Update

Board Meeting 9/12/19

GENERAL DISCUSSION

This month, the focus has been on adding more structure to our planning calendar, mapping out our deliverables, and getting organized to handle the scope of work last year while adding more of a social presence this year.

Mike and Ally met at the school with Scott and Brenda on Aug 14th to go over the marketing plan and iron out some execution details, Josh was not able to make it, but the meeting went well from feedback after.

The much more detailed Content Calendar is still getting worked on, but the draft is shared with Maudience and is already providing a great roadmap for us, I still have yet to receive a list from HANDS after several attempts with Angie, sent another email to follow-up today.

As you can see from the graphic below, this will be a work in progress, but the general idea will be to have every possible social content event mapped out with prep/execution windows for the medium that we want to publish it on...to start with we will have a few central people executing to test the workflow and then we will be ready to bring in more resources (people) as they become available. It is important to note that we do not plan to try and capture all of these events, but the calendar will help us prioritize and refine year after year.

I have asked Ally to put together a blog post guide so that we can make that available as we start to identify more people for content collaboration.

Brenda and Ally are setup in Loomly, which is one of our new tools for this year (the other is hubspot which we will use a very basic version for several features), which will allow us to pre-schedule content for scheduled release on a variety of social media platforms. We are very early in the use of this program, but according to Brenda it has worked well thus far and seems to be fairly intuitive.

The fall "h" gear order is upon us, seems to be going well and we have continued to see spikes in orders with the reminder nudges on social/email.

I did follow-up with Scott and Lisa to discuss tools available for EFE and check-in for timeline, Lisa said she planned to do things in-house to save money and taking time from Maudience. I did reassure her that EFE time would not take from marketing-specific time and the resources are there so that we can have consistent & quality branding.

I have had a few additional ideas I have been vetting over the last month, but I would really like to focus on building some month over month continuity with Maudience on reporting/execution this winter/fall. More on that next month.

Last thing I would like to do is re-look at file management from last year for marketing, update our strategic planning brief, and start a continuity guide that could provide better long-term stability for our marketing initiatives as the board does continue to change-over.

OPEN ITEMS

- Active Digital Ads
 - Google - Pre-K, Open Enrollment
 - FB - Pre-K, Open Enrollment
 - Next up: Fall '19: Top Reasons to choose HCS (Re-write)

Note: I wrote Zillow tech support about starting an account for ads and I have not received anything back. This might be a dead end for now and honestly our ad spend might not allow for another platform and if I have to choose 2, I think we are on them.

- Marketing Content Calendar
- Inbound Leads Workflow – Discussing w/Scott appropriate level of interaction & timeline for meeting if applicable (9/9/19)
- Heritage Stories – Email template to ask families emailed to Brenda (9/9/19)
- Fall Heritage Online Store – Last day is this Tuesday! (We are doing ours tonight...)
- Hardware for audio recording – Talked with Maudience about recommendations, research in progress & reaching out to right people
- Refine monthly reporting with Maudience
- Vinyl Graphic Sports/Arts Add-on + Yard Signs (Under development)
- 2019-2020 HCS Strategic Marketing Brief Updates

COMPLETED ITEMS:

Refer to prior report for past items

BUDGET:

Operating within monthly allotment of 6-month retainer

WHITEBOARD:

- HCS Social Project
 1. Content Creation/Management/Calendar (In Progress)
 2. School Hardware/Software/Staffing/Training
 3. Curriculum Integration
 4. Community Involvement
 5. 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 UPDATE? This was brought up during strategic planning, is this back on the table or was this brainstorming?
- 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...
 - Ad space? On site...Digital?
 - **Would like to send an email for interest by the end of the week**
- ~~Hyvee School Spirit Section~~ — ~~No reply yet~~, need to follow up with Angie, but the ~~display is currently High Schools...~~ As much as I like the idea, I don't think we would move inventory to justify shelf space even if they agreed.
- Website text to video migration
- Website pop-up/textbot
- Digital Ad Board?