

Heritage Christian School Board Meeting Minutes – Open

January 16, 2020 Meeting

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

Attendance: Scott Montgomery

Board Members: Richard Barclift Sarah Norpel Unyime Ituk
Natasha Miller Kristi Rotzoll Kari Miller Josh Nimmo

Absent:

Teachers/Staff:

Minutes

Minutes of the 12/19/2019 open session were reviewed.

Motion was made by Natasha Miller to approve the 12/19/2019 meeting open minutes as written.

Seconded by Kristi Rotzoll

No further discussion

Vote 4-0 to approve

Abstain: Sarah Norpel, Josh Nimmo, Unyime Ituk

Minutes of the 12/19/2019 executive session were reviewed.

Motion was made by Natsha Miller to approve the 12/19/2019 meeting executive minutes as written.

Seconded by Kristi Rotzoll

No further discussion

Vote 4-0 to approve

Abstain: Sarah Norpel, Josh Nimmo, Unyime Iutk

Finance Report

Kristi Rotzoll led a discussion on the 2020/2021 budget, tuition discounts, tuition rates for 2020/2021. Kristi Rotzoll will get numbers for amending the multi-child discount for the next meeting. (See executive minutes.)

Motion was made by Kristi Rotzoll to approve the budget at a 10% increase in tuition for 175 projected students for the 2020/2021 school year.

Seconded by Richard Barclift

**No further discussion
Vote 7-0 to approve**

Abstain:

Motion was made by Kristi Rotzoll to approve the transfer student discount beginning in the 2020/2021 school year. (See below.)

Seconded by Josh Nimmo

No further discussion

Vote 7-0 to approve

Abstain:

Transfer Discount: Families with a student in grades 1-8 who transfer to Heritage from a school within the ICCSD or surrounding districts will receive a one time \$1000 discount towards tuition per each child transferred.

Motion was made by Kristi Rotzoll to approve the referral discount beginning in the 2020/2021 school year. (See below.)

Seconded by Richard Barclift

No further discussion

Vote 7-0 to approve

Abstain:

Referral Discount: Families who encourage a non-Heritage family to enroll at Heritage will receive a one time \$1000 discount towards tuition per each child enrolled.

Motion was made by Kristi Rotzoll to eliminate the multi-child (third child plus) discount of 50% for future enrolling families.

Seconded by Josh Nimmo

No further discussion

Vote 7-0 to approve

Abstain:

Motion was made by Kristi Rotzoll to increase the athletic fee to \$60 for soccer, basketball and volleyball and leave the athletic fee at \$40 for track and cheerleading for the 2020/2021 school year.

Seconded by Josh Nimmo

No further discussion

Vote 7-0 to approve

Abstain:

Board President Report

Natasha Miller led a discussion on the expected number of attendees for the upcoming ICACSA meeting next week.

HOS Evaluation Discussion

HOS evaluation discussion will be moved to February's Board meeting.

Administrator Report

Scott Montgomery led a discussion on Parent University, Annual Fund, Teacher Inservice. (See below administrative report and executive minutes.)

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: January 16, 2020

Scott Montgomery, HOS

Recent/Ongoing Activities:

- *Parent University*
 - Third event on Human Trafficking was sparsely attended 12 people (we knew it might be challenging competing against an away basketball game). Several non-Heritage parents attended. Materials and PowerPoint from last night will be up on the website shortly.
 - Working on a date to give the student version of the message to middle school. Some of the practical tips for staying safe online (what to share and what not to share on social media, keeping your accounts private, etc.) would be good information for our kids to have.
 - Confirmed February event speakers Kim Rees and Holly Smigel (Journey Counseling)
- *Annual Fund Report*
 - As of Tuesday morning (1/11) we had donations of approx. \$330K – Praise God for his provision and his goodness.
- *Teacher In-service*
 - Plans are ready for next week's teacher in-service. Time has been set aside of teacher review of the potential new Bible curriculum, work on Unit Planning, using data to inform instruction and intervention, planning for spring Iowa Assessment, etc.
- *Facilities*
 - The staff bathroom in the elementary wing has a non-working toilet. I and another teacher's husband have tried to fix it but it will require a new fitting.

HCS Marketing Update

Board Meeting 1/16/20

GENERAL DISCUSSION

Continued coordination for open items (focus areas included website tools, Heritage Stories, video scheduling, HCS specific strategic roadmap/contact sequences) and completed mall advertisement layout.

Key Takeaways:

1. Maudience Update (December)

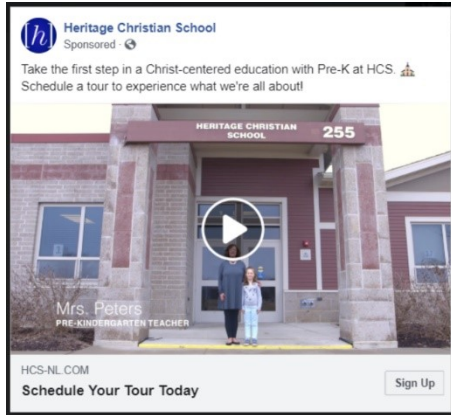
November:

- November & December FB Planning
- Pre-K Registration Opening Soon FB Ad
- Blog Topic Ideas ← This is part of a long-term in-house plan
- Veterans Day Landing Page, FB Event & FB Post
- ParentU FB Post
- Thanksgiving Lunch FB Post
- Happy Thanksgiving FB Post
- Pre-K Registration Now Open FB Post

December:

- Pre-K Registration FB Ad (see screenshots attached)
- Word of Mouth/Spread the Word FB Post
- First Basketball Game FB Post
- Merry Christmas FB Post

Note: Ally is on vacation, I will provide another summary update to fill in any gaps for December with next month's report.

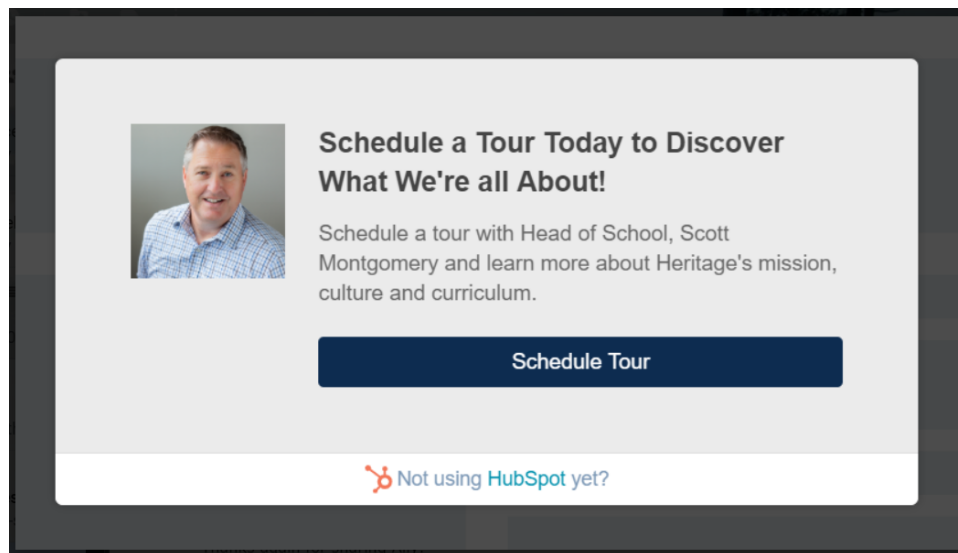


2. Website Tools Pending Launch: New

Note: I should get an update on timeline when Ally is back from vacation next week.

Below is also a preview of the **webpage popup**, which will be set to trigger on exit intent - so when someone is leaving the page it will prompt them to sign up for a tour. I would like to see if we can differentiate a new user for this tool, but that might be a more expensive tool set than the free version. **If anyone has an issue with the Hubspot ad, we would need to upgrade from the basic (free) version...** for the cost difference and what we are using this tool for, I do not personally see a need to upgrade.

Note: Scott is not a fan of this pic, so we will work to select one that he prefers but this gives you the idea.



For those that are wondering, this gives a direct shortcut to our new tour page:

Fall 2020 Pre-K Enrollment - Now Open!

K-8th Grade Enrollment will be Opening Soon

Schedule a Tour

Name

First Last

Phone Email

Preferred Date

Preferred Time AM PM

Which areas of the school are you interested in?
Check all that apply.

Pre-Kindergarten

Elementary


Middle School

How did you hear about Heritage?
Web Search

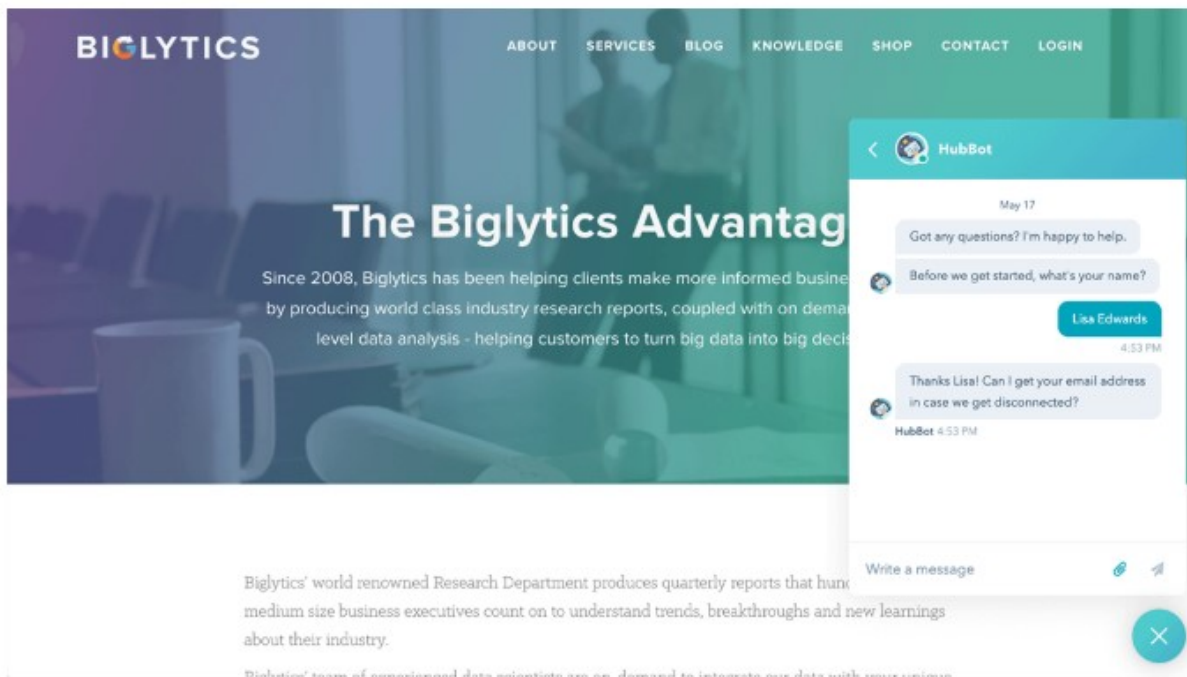
Enrollment for 3-day and 5-day Pre-Kindergarten at Heritage Christian School is now open and K-8th Grade enrollment will be opening soon. Discover what sets education at Heritage apart:

- Caring teachers encourage students to learn, explore, investigate, experiment, and discover.
- Small class sizes provide valuable 1-on-1 interactions between students and teachers.
- Academic excellence begins with providing structure and creating a love of learning at an early age.
- Christ-centered education lays a solid spiritual foundation, teaching even the most basic concepts from a Biblical worldview.

Take the first step in a biblically faithful, academically excellent education. Schedule a tour today to experience what we're all about!



We are also working on the **webpage messaging bot**. More to come after testing and launch, but this is another tool aimed at capturing more of our web traffic.



BIGLYTICS ABOUT SERVICES BLOG KNOWLEDGE SHOP CONTACT LOGIN

The Biglytics Advantage

Since 2008, Biglytics has been helping clients make more informed business decisions by producing world class industry research reports, coupled with on demand level data analysis - helping customers to turn big data into big decisions.

Biglytics' world renowned Research Department produces quarterly reports that hundreds of medium size business executives count on to understand trends, breakthroughs and new learnings about their industry.

Biglytics' team of commercial data scientists are on demand to integrate our data with your existing

HubBot chat window:

May 17

Got any questions? I'm happy to help.

Before we get started, what's your name?

Lisa Edwards

4:53 PM

Thanks Lisa! Can I get your email address in case we get disconnected?

HubBot 4:53 PM

Write a message

OPEN ITEMS

- Active Digital Ads
 - Google - Pre-K, Open Enrollment
 - FB - Pre-K, Open Enrollment
 - Next up: Spring: Why parents choose HCS (Re-write) + What HCS did for me (Graduate Perspective)

- Calendar/Strategic Roadmap Update – In Progress
 - Focusing on customer personas/relational phases/relative contact/deliverable sequence
- Heritage Stories – List of families and tentative timeline has been completed, need to finalize schedule and initiate comm with families
- Video Refresh (Faculty/Staff = Now + Graduates = Future) – Need to finalize scheduling
- Vinyl Graphic Sports/Arts Add-on ← More of a spring idea

COMPLETED ITEMS

We will be adding advertising at the mall this month, which will start with one of the billboards that became available. The ad is finished:

[h]

Heritage Christian School
Experience Exceptional

Partnering with Parents to a Provide
Biblically Faithful & Academically Excellent Education

 Tuition Assistance  Small Class Sizes  Safe Environment

Schedule a Tour to Discover What We're all About

 hcs-nl.com/tour  (319) 626-4777

BUDGET

Operating within monthly allotment of 6-month retainer

CALENDAR HIGHLIGHTS + PHASE

Parent U – Various Dates

→ Need to finalize/print/post deliverables

Spring Showcase – TBD

→ Planning Phase

Yearbook – TBD

→ Planning Phase

WHITEBOARD:

- **HCS Social Project**
 1. Content Creation/Management/Calendar ← How are we tracking classrooms?
 2. School Hardware/Software/Staffing/Training
 3. Curriculum Integration
 4. Community Involvement
 5. Heritage Mic'd
 - **HCS Website**
 - Text to video migration
 - "Our Team" Page, Staff Photos
 - Page Exit Pop-up + Text Bot
 - Heritage Stories → Scott would like to identify families
 - ~~Parent U Page~~
 - Sponsors?
 - Blog
 - Process Guide/Sign-up List
 - Guest Writer List
 - Topic List
 - 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 ← Josh to write a template letter for Scott?
 - Ad space? On site...Digital?
 - School sponsorship for specific purchases
 - Hallway Digital Ad Board?
 - Vehicle Vinyl Graphics → %Active, Extra-Currs?
 - Yard Sign/Flag
 - ~~Monthly Reporting: Comp, In Prog, Next~~
 - School-wide classroom calendars
- Add

Notes

Placeholder for Liberty Parade 9/26
Extracurriculars/teacher spotlight
Vehicle Sticker
Business Directory – ad space/sponsorship
Insightly List
Current Parents Share Reminder
100% Decal

Families
Stokes
Anne Henkel
Wei
Schau
Chandler

Local event attendance/sponsorship

Forevergreen Fun Fair
Blues & BBQ
Flyer poster map

Unfortunately I don't have any type of listing for flyer posting as I've never done a coordinated effort for that. For flyers in the past we've just asked parents to take them if they have a place to hang them at their work, church, or business. I'm not sure how they did that for EFE in the past...maybe Angie Maddux could shed some light on that? I know as she visited businesses for sponsorship she would sometimes take them along and hang them up. I'll include a listing of the EFE sponsors as that may be a place to start that we know are favorable and supportive of us:

Blink Vision
Gingerich Anesthesia
National Dance Academy

Farmer's Hen House - logo
Anthony Schau, North Star Resource Group
A W Welt Ambrisco
Dave & Jen Olsen
Drs. Andrew & Kerri Nowell
Rob & Teri Swank
New Life Community Church
Sean McIntyre, Urban Acres Real Estate
Action Sewer & Septic
Anderson & Houghton, LLP
Bachmeirer Carpet One
Grace Community Church
Great Western Bank
Hills Bank & Trust Company
Pat Collins
Studio H20
Stuff Etc
Tricia Van Roekel, Urban Acres Real Estate
Turnbough Automation
University of Iowa Community Credit Union
Croco Orthodontics
Cross-Roads Car Co.
Jennifer Palmer, CPA
Parkview Church
Tomlinson Cannon

Churches are another good option and sometimes it's easiest just to identify a family from the church and ask them to take it to their church and ask them to hang them.

The 3rd area I would see if we can target is local daycares? Not really sure how to go about that but here's a listing that I've generated of the larger area ones for something else:

Corridor Christian Early Learning Center
Creation Kids Childcare
Frog Hollow Kid Campus
Montessori Children's Garden
Kinderworld
Education Station

National bike to school day

Google analytics review

We want to alert you that you have been granted the following access: Read & Analyze to the "<http://www.hcs-nl.com> (UA-20032156-1)" property of the Google Analytics account "www.hcs-nl.com (UA-20032156)" by schallaus@gmail.com. Please log in to Analytics at <http://analytics.google.com/analytics/web/> to access this account.

Sincerely,
The Google Analytics Team

This message was sent from a notification-only email address that does not accept incoming email. Please do not reply to this message.

Alumni gear