Board of Trustees Meeting Minutes

Date: January 14, 2020

Held at: The Birches Academy 419 South Broadway, Salem NH

Present: Chair: Christie Storniolo (CES), Secretary: Alyssa Ross (AR), Michael Gendreau (MG), Bob Hawkes (BH), Debbie Kruzel (DK)
Staff: Chris Smith (CDS), Jessica Wachsman (JW), Aimye Haroutunian (AH)
Consultant: WIlliam Nevious (WN)
Regrets: Erin Balfe (EB), Christine Miele (CM)

CES called meeting to order at 5:45 pm

General

Approval of minutes from Dec 10 meeting. DK motions to approve, MG seconds. All others approve. None opposed.

Correspondence: none

Next meetings

- February 4: 5:15pm Finance committee
- February 13: 5:30pm Board
- March 3 5:15pm Finance committee
- March 10: 5:30pm Board
- April 7: 5:15pm Finance committee
- April 14: 5:30pm Board
- May 5: 5:15pm Finance committee
- May 12: 5:30pm Board
- June 2: 5:15pm Finance committee
- June 9: 5:30pm Board

Chamber of Commerce event

- 7:30-9am January 29
- Chamber flyer has been sent
- Postcard created for legislative to invite them to the Chamber open house; AR to send to media as well
    - Board members to reach out to their local reps
- AH to send AR School Choice Week marketing kit
- Format/agenda:
    - Allow people to mingle, talk
    - Pledge/announcements
    - Parent speaker (JW to ask for a volunteer)
    - Student tours
    - Q&A with Board, admin team
    - Lottery at 9:15am
- AR to add to website

Foundation update

Budget

- Reworking numbers for categories
- Goal remains $80K

Spring Campaign

- Cash calendar for May
- Sales start in March through April 24
- Lottery/Raffle application sent into Salem PD

Annual Campaign

- Holiday/New Year went out
- Next mailing will be in spring

Friends of the Birches

- Restaurant Night at Texas Roadhouse: February 18
- Valentine Candy Grams order will go out this week (not a fundraiser)
- Krispy Kreme fundraiser - Tanya Filadoro will be organizer for this event. delivery will be Valentines Day.
- Penny Wars: March

Community Events

- Kids Carnival: Ruth & Chris will man a craft table at Community Crossroads event at Woodbury

- Windham MOMS Club February 8: craft table to preschool/kindergarten event at Golden Brook

Dean of School update

Enrollment

- 225
- K lottery at 45; overall waitlist increased to 147

Events and Updates

- Middle school held a dance on January 10
- 7th and 8th grade took a civics field trip to witness the joint legislative committee on January 10
- Windham PD ADD parent prep session rescheduled due to weather to, January 23
- 3rd grade wax museum scheduled for February 8

Personnel/HR

- Fully staffed

Committee updates

Finance

- January committee meeting held
- Federal grant: denied on December 13, Governor has instructed Commissioner of Education to put it on the agenda monthly. Denied again January 10. We have been asked to write a letter to the joint committee by January 17 to explain the impact of the vote on our school.
- JW is going to join the Executive Board of the Charter School Association.
- Reviewed budget actuals through December 31. DK motions to accept, BH seconds. All others approve. None opposed.

.

Outreach

<u>External Social Media</u>

- Alyssa has secured a marketing intern - Shamus from Assumption College. Working on plans for launching and utilizing Instagram and

Twitter and pitching local media. Has video experience/interest so exploring creating 4 videos: what is a charter school, day in the life of a student, teacher profile and parent/alumni.
- Because public Facebook page recommendations are not coming in enough, AR provided an email to CDS about the daily calendar and ideas on what information to send/what types of posts we are looking for. CDS reviewed in staff meeting and sent email January 10.
- AR, CDS created a Life After Birches page on the website - others may follow such as Artist of the Month or STEM page.
- AR will work on posting Intergenerational Collaborative program content to social media

<u>Ongoing Projects</u>
- CM has loaded all donors - alumni, current students, and past donors into Bloomerang; the reporting and tracking is robust
- Now that all donors have been loaded to Bloomerang, CM will create an Alumni/Past Donor/community newsletter to be sent out no later than the end of January - we will also add families on the waitlist so they hear from The Birches Academy regularly
- Exit Survey for students who left before graduation has been created in Formsite; it will be reviewed and sent out by the end of January.
- Alumni Survey will be created by DK in Formsite, reviewed and sent out by the end of January.
- Website Survey will be created by AR in Formsite, reviewed and sent out by the end of January in the weekly newsletter
- AR trained some staff on Tone of Voice standards when posting on FB.
- CM identified parent ambassadors from sending towns; have 15 names and a general job description. CM will reach out to each person individually to recruit. Once all representatives have been confirmed, we will have a group training.

<u>New Projects</u>
- AR will begin to create a new page on the website for the Capital Campaign.
- AR and CM to discuss and create a crisis communication plan
- CM will work with DK to discuss realtor outreach

Next meeting: February x

Strategic Planning

- Met in December
- Will meet to review action items

Governance
- Looking at 4 potential candidates to join the Board

Personnel, Curriculum, Assessment & Accountability
- All need to schedule meetings

.

Policy Reviews

January policies
- Approval of Sexual Harassment for Students policy. BH motions to approve with changes discussed, AR seconds. All approve.
- Approval of Student Anti-Discrimation and Anti Harassment policy. AR motions to approve with changes discussed, BH seconds. All approve.

February policies to review
- Recruitment and selection
- Food allergy guidelines

Capital Campaign

Tasks Completed
- Logo design created and approved
- All alumni, grandparents, current students, and students that left before graduation have been loaded to Bloomerang along with all donations made
- Identified and recruited committee chairs
- Identified Honorary Chairs

Tasks in Progress
- Meeting has been setup to discuss roles and responsibilities for committee chairs on January 21
- Necessary marketing materials reviewed - need letterhead, business cards, event giveaway item, specific campaign rack card, and “press packet”
- Recruiting Honorary Campaign Chairs - must be completed by the end of January
- Identify and recruit additional committee members to assist the chair

Tasks Upcoming

- Set up training for new volunteers in January/February
- Marketing materials to be designed and approved by the end of January
- Schedule regular meetings of campaign committees starting in February
- Develop schedule of dates and locations of “meet and greets”

Public comment: none

Non public session.
Return from Non-Public Session. Minutes are sealed.

AR motions to adjourn. BH seconds. All agree. 7:20pm meeting adjourned.