

FINAL

**Mulberry School Board of Trustees Meeting Minutes
July 28, 2022**

This meeting of the Mulberry School Board of Trustees was called to order at 6:35 PM via Zoom.

Voting Trustees Present

Cheri Goodman
Tiffany Coletti Kaiser
Nicole Loventhal
Michelle Coddling
Malika Adam
Bill Pfahnl

Non-Voting Trustees Present

Kara Riordan HOS

Other

Michelle Shanks (Consulting CFO)
Jaime Merz (marketing consultant)

Motion to approve agenda. Tee moves, Cheri seconds, all in favor

Motion to approve minutes. Cheri moves, Malika seconds, all in favor

Timekeeper: Nicole

Bill Pfahnl joins

Executive portion

Marketing Update

Tiffany Coletti Kaiser introduced Jaime Merz, with the Point Collective. Tee and Jaime have been coordinating with Daniela on marketing efforts. Jaime presented history and updates on Mulberry's marketing campaigns.

Key takeaways include:

- Google Ads have generated over 10,000 clicks in 5 months. Targeting specific towns and zip codes, using keywords around education and specifically attempting to reach people moving to the area. Cost is less than \$1 per click.
- LinkedIn targeting similar regions. Cost per clicks is \$2
- Once users visit Mulberry's website, marketing couldn't track the leads, so they've added an inquiry form, which allows them to track lead conversion.

- The next step is to coordinate with administration to find out what happens after the inquiry form is completed, and the eventual goal is to trace all the way from ads to new students (to determine the cost of getting a new student) by coordinating with admissions to get solid data.
- Marketing has worked to update messaging on the website, updating schedules, improving language accuracy, adding open house dates.
- Not as many people are searching for private preschools in 2022 than in the past 2 years, which leads to an increased cost per click.

Jaime Merz leaves the meeting. Tiffany Coletti Kaiser will provide further marketing information after the finance update.

Finance Committee Update

Michelle Shanks presents. Key takeaways include:

- a schedule has been prepared to finalize the review of the 2 prior years, and the current year financials in preparation for audit, starting with 2019-20 to prepare the 990. This work will include fully reconciled A/R and Deferred Revenue related to student billing.
- The delivery date for clean books and statements is August 15.
- The 2022-23 projections are similar to those presented in June.
- All tuition payments in 2022-23 are going through FACTs for ease and accuracy of tracking.

Michelle Shanks leave the meeting

Marketing Update Continued

Tiffany Coletti Kaiser presents current challenges and future plans for marketing. Key takeaways include:

- in order to get analytics and understand ad effectiveness, we need to connect the admissions process to marketing
- 3 ways for marketing to be more effective include
 1. compete with solid programs and enrichments to attract and retain families
 2. consider sliding scale tuition to boost enrollment and increase diversity
 3. ensure branding and marketing are consistent, focusing on who we are, why choose us
- we need a more rigorous approach to ongoing marketing, the website needs to be enhanced, we need additional content

The board discussed various ways to organically grow marketing efforts and brand awareness.

Administrative and HOS Reports

Board and HOS Top Priorities

Nicole leads a discussion on what the Board needs to prioritize heading into 2022-23.

Michelle presents an analysis on adding a toddler room to the preschool. Further analysis is needed to consider an assortment of age options, and additional reports will be presented at the Board Retreat. The Board discusses several options to improve the sustainability of the budget.

HOS Reports

Kara presents an update. Key takeaways include:

- a teacher who has experience with non profits and fundraising is devoting some time to fundraising ideas
- enrollment in the elementary school for 2022-23 is ongoing, with 4 current leads, 1 family referral
- preschool has 3 offers to families pending
- phone call inquiries have increased lately
- open houses will be held Aug 9 and Aug 27

Other

The board discusses whether Mulberry can expand merchandise to increase visibility. eg sweatshirts, swag, signage.

The board discusses the August 27 workshop, which will include defining board goals, examining financial data, considering expansion options, getting committee updates, discussing HOS's goals.

Kara Leaves The Meeting

HOS Salary

The Head of School sets salaries for staff, and the Board sets the salary for the Head of School. The Board agrees to accept the Head of School salary adjustment recommended by the Leadership committee.

Motion to increase the Head of School salary as a cost of living adjustment. Bill moves, Tee seconds, all in favor.

Nicole reminded everyone of the confidentiality requirement for these meetings.

The meeting was adjourned at 8:45 PM.

Key Takeaways:

Motions Approved:

Agenda for this meeting approved.

Minutes from last meeting approved.

HOS salary adjustment approved.