

FINAL

**Mulberry School Board of Trustees Meeting Minutes
Oct 19, 2022**

This meeting of the Mulberry School Board of Trustees was called to order at 6:34 pm at Mulberry School and via Zoom.

Voting Trustees Present in Person

Cheri Goodman
Tiffany Coletti Kaiser
Nicole Loventhal
Michelle Coddling
Timothy Wood
Bill Pfahnl

Voting Trustees Present via Zoom

Fatosh Hacigumus

Non-Voting Trustees Present in Person

Kara Riordan HOS

Guest via Zoom

Julie McClung

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

Motion to approve minutes from Sep 28 meeting. Cheri moves, Bill seconds, all in favor.

Timekeeper: Timothy

Marketing Update

Tee presents an update on the marketing investment and results for the past month:

The May-Sept campaign has finished. There is some remaining budget to spend on copywriting for website updates. Google Ads and LinkedIn spends were successful, with healthy costs-per-click, and drove about 1200 visits to Mulberry's website.

Postcards have been sent to website visitors in targeted zip codes.

Nextdoor copy (wording) will be sent to the Board, PAC, and room parents to share. Afterwards, marketing will measure the impact on website visits.

Strategy for 2022-23 includes using core language about Mulberry offerings - pulling from the mission statement, emphasizing the "Mulberry difference". Also, focus on the preschool as a feeder into the elementary school.

There have been 10 inquiries for the elementary school since Sep 27 directly from marketing and 3 have applied.

There have been 9 inquiries for the preschool traced to marketing in the past 2 months. Kara and Deanna are following up to see how we can convert more inquiries into applications.

Strategic Development Update

Tee presents an update. Key points include:

The committee now consists of Tee, Nicole, Bill, Kara, Julie, Katie Carter, Parisa Om, with administration support from Daniela, Tomiko, Emily, and Kara. Supporters include Sara Tavernese, Michelle C, Catherine, and Cheri.

There are 3 major focuses of the committee:

1. Raise \$2 million, with 60% of that from non parent community, 10% from parents through Magic of Mulberry (budgeted was \$165k, but aiming for \$200k), 30% from the golf tournament.
2. Raise \$400k from Stepping Out in Spring 2023.
3. Involve the entire community.

The Magic of Mulberry email was sent to parents Oct 18. Pledge cards will be distributed in student folders on Friday and Monday. The follow up communication plan is in place. The Board has offered a matching goal for the first 2 donations. The Buzz will include weekly updates on the campaign.

Alumni networking is in progress. Julie has been compiling lists in preparation for phone efforts to update alumni parent contacts, to get updates and contact info for alumni.

Julie McClung leaves.

EXECUTIVE PORTION

Governance

Cheri presents. Key points include:

Acknowledgement of the tremendous effort and work by Tee in marketing and strategic development, and by Malika preparing financial reports.

The Board follows the CHAIT chart as guidance on keeping roles clear as hands on involvement increases, and the Board needs to focus on urgent concerns as well as long term strategy. The current strategic plan was written to cover 2018-22 and doesn't include the sustainability issues that were brought to the surface by covid. CAIS accreditation is aligned with strategic planning and presents an opportunity to update our strategic plan. Cheri proposes a short term strategic plan to guide us into early next year, and suggests a special board meeting or task force to workshop such a plan.

Since the CAIS accreditation includes a strategic plan, Timothy volunteers to review it and identify items by priority/urgency and make changes where appropriate.

Timothy, Bill and Cheri will work on short-term strategic goal to guide our priorities through the next year.

Administrative and Head of School Reports

Kara provides an update with key points:

Elementary enrollment is currently 71, with 3 in the admissions process. Preschool has 30 total students.

Health & Safety - ordered antigen covid tests for the return after Thanksgiving.

Operations - guidelines are being revisited and updated because of the changes associated with parents returning to campus.

Finance - Michelle Shanks' contract is completed at the end of October. She may be available to help with CAIS data entry. Mulberry has reached the budget for financial assistance and have 2 potential families inquiring about financial assistance.

Management - the payroll function was moved in house as of October 1. HR support end in Nov and admin is searching for HR support.

Staffing - maintenance person is in the final stages of the hiring process. The Preschool has former staff coming in to support training in positive discipline, and the Director is going through additional certification.

Leadership/Education - CAIS is due 2/1/23. They will visit March 20-22. Parent participation has begun in the classrooms. Faculty is being trained on a literacy & maths longitudinal tool.

Finance Committee Update

Bill provides a Finance update in Malika's absence. The Board discusses key decisions to be made over the next months, including tuition levels which will be discussed during the November board meeting.

Nicole reminded everyone of the confidentiality requirement for these meetings and reviewed the key takeaways.

The meeting was adjourned at 8:57.

Key Takeaways:

Motions Approved:

Agenda for this meeting approved.

Minutes from Sep 28 approved.