

FINAL

**Mulberry School Board of Trustees Meeting Minutes
Nov 16, 2022**

This meeting of the Mulberry School Board of Trustees was called to order at 6:32 pm via Zoom.

Voting Trustees Present via Zoom

Cheri Goodman
Tiffany Coletti Kaiser
Nicole Loventhal
Michelle Coddling
Bill Pfahnl
Malika Adam
Timothy Wood
Fatosh Hacigumus

Non-Voting Trustees Present via Zoom

Kara Riordan HOS

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

Motion to approve minutes from Oct 19 board meeting. Cheri moves, Malika seconds, all in favor.

Timekeeper: Bill

Marketing Update

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

Deanna Haugaard joins

Google Ads spending has been successful, and is now focusing on conversion versus clicks. LinkedIn spending is focused on younger grades and preschool, and the results show the media has been effective.

The preschool website page has been reformatted and new content has been added, including information on several programs such as gardening, Spanish, music & movement.

Postcards promoting the upcoming open house have been sent out.

Much content creation is in the queue, including topics of parent participation, social emotional learning, positive discipline, project based learning. This content will be used in blogs, LinkedIn, keyword searches, etc.

Strategic Development Update

Tee presents an update. Key points include:

Magic of Mulberry is in progress and is over halfway to the budgeted goal.

Steppin' Out plans are ongoing, and a head organizer has been identified.

The open house on December 10 will include neighboring community. Flyers will be delivered to the neighborhood in advance, and will include information on how to donate.

EXECUTIVE PORTION

Tuition Comps

Deanna Haugaard provided updates on enrollment and tuition:

Mercedes (preschool Director) and Deanna attended the Las Madres school fair and spoke to many potential families.

Another family joined the elementary school last month, and several applications are in process for January starts in the preschool.

Fatosh joins

The board discusses many factors to consider when setting tuition levels.

Deanna leaves 7:47

Governance

Cheri presents. Key points include:

Motion to reelect Tee for a 2 year term. Nicole moves. Bill seconds. All in favor.

Motion to reelect Michelle for a 2 year term. Bill moves. Nicole seconds. All in favor.

Cheri acknowledges service of past year.

The updated strategic framework focuses on program cultivation, financial sustainability, and institutional improvement and includes a few points in each area to focus on for the next 12-18 months.

Motion to approve this document as short term strategic framework. Bill moves. Nicole seconds. All in favor.

Administrative and Head of School Reports

Kara provides an update with key points:

Health and Safety - the school is procuring OTC tests to distribute and will require testing to return to school after holiday breaks.

Communications - personalized emails have been sent to open house RSVPs.

Operations - planning a WildMind (animals come to campus) visit. The Goodwill Drive raised over \$400 to be used for an all school assembly with local artist. Summer camp planning is in progress.

Staffing - maintenance person/groundskeeper has been hired.

Leadership/Education - CAIS accreditation is ongoing. Meeting with current 3rd and 4th grade families to discuss middle school placements and the transition.

Finance Committee Update

Malika provides an update and the board discusses.

Ad Hoc Committee Updates

Cheri presents. Their committee is in discussion regarding key markers and timelines to follow regarding financial decisions. They note that tuition levels will be decided in December and shared with the community in January 2023.

Tee presents. Many parents have expressed a desire for increased transparency and timeliness of decision making from administration, as well as more thorough communication. These wishes may indicate opportunities to improve the sense of community engagement, volunteerism, and fundraising.

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

The meeting was adjourned at 9:21pm.

Key Takeaways:

Motions Approved:

Agenda for this meeting approved.

Minutes from Oct 19 approved.

Tee Kaiser reelected to 2 year term.

Michelle reelected to 2 year term.

Strategic framework approved.