



**April 2020 Board Meeting Minutes**  
**Wednesday, April 22, 2020**  
**6:30 p.m.**  
**Meeting Conducted Via Video Call**

**Board Members Present:** Michelle Wann (admin), Deborah Duke, Kyle Grimes, Jen Shivery, Ernie Schaefer, Chris Potter, Nina Radanovic, Maria Dickson

**Board Member Absent:** Barbara Frieberg

**Community Members Present:** Mike Corradino, Roger Miles, Summer Tucker, Jana Phillips, Diane Richards, Katie O'Brien Jodi Wolgamuth

**Meeting Called to Order:** 6:35pm

Opening Verse

Selection of Timekeeper / Process Coach - Chris Potter

Agenda Approved

**COVID- 19 Updates**

- Overview given by Michelle
- Finance Report (Deborah & Maria)
  - Year will be okay – we've suffered some losses but much of that has been buoyed by a strong year of EITC
  - Maria: echoed Deborah's comments and then added that swift action in finance has allowed us to begin looking forward to next year and what next year may look like.
  - Deficit budget at the start of the year will finish as a deficit budget – but much better than it could have been.
  - 2019-20 P&L Overview (Deborah & Maria)
- 2019-20 Admissions Impact (Michelle)
  - Solid enrollment prior to COVID-19 (March 13)
  - Some withdrawal from some students this year; many of whom have intentions to return next year.
  - Individual conversations are happening.
  - Enrollment is continuing.
  - New or perspective families are receiving photos or video where they would have had onsite visits before.
  - Addendum to Michelle's report is pasted below the board meeting minutes.

- Loan/Grant Applications Update (Deborah & Maria)
  - We filed an PPP application through Northwest Bank
  - Bucket for that program ran dry last week.
  - Congress to reauthorize new funds this week.
  - SBA processed the number of loans in two weeks that they normally process in 14 years.
  - Looking at refinance options for this summer.
- Staffing Impact
  - Early on after campus closure –
    - The school evaluated the full staff and community needs.
    - With the passing of the CARES Act, we recognized that there would be reinforcement for unemployment. We laid off our EC assistants and AG staff.
- Connected Learning Update (Leadership Council)
  - Moving a low-tech/no-tech school into a tech-based learning environment was no small feat.
  - Much appreciation to our faculty and our parents for the work that has gone into it and how it has been received.
  - However, the school recognizes that each family situation is different, so a feedback survey was sent out.
- Parent Survey Feedback (Michelle)
  - Two surveys have been sent out seeking input on
  - Highlight: connection to classmates and teachers, creativity of lessons, parents are welcoming the glimpse into the education
  - Challenges: establishing the rhythm of school at home, technology/screen time
  - How can we best support our families? Keep up communication, more creative projects at home
  - Two more weeks of surveys are coming
  - Chris: Credit to the parents who are helping to make this possible
- 2020-21 Enrollment Process (Michelle)
  - Contracts would have gone out to existing families on or around March 23<sup>rd</sup>. That didn't happen due to the pandemic. So we hit pause to allow families to get their footing.
  - Now, the school is ready to continue re-enrollment
  - Contracts to be sent out electronically on May 1.
  - Due back June 1.
  - Task Force and Exec. Cmte doing phone calls for every family.
- 2020-21 Budget Planning (Deborah & Maria)
  - This is the season where we build the budget for the next year
  - We didn't suspend the process but we're "hovering"
  - Not having enrollment in, makes the development of the budget difficult
  - We are in conversation and eagerly awaiting enrollment and loan status change.
  - There is so much uncertainty

## **AWSNA Accreditation Update (per email from Melissa McIntyre)**

Both PAIS and AWSNA have reached out to us about next year's scheduling. AWSNA is asking for everyone to push visit dates back one year. However, PAIS said they will try to hold our March 14, 2021 visit date. Since PAIS is our lead accrediting body AWSNA will follow them. I know next year will probably be a topsy turvy year, but if we can somehow push this accreditation work through it really will be best.

## **Board Study led by Nina Radanovic**

Discussion on Right Speech from the 8-fold path

## **New Business**

Barbara Frieberg has stepped down from her board responsibilities.

## **Open Meeting Adjourned at 7:35pm**

## **Closed Session Followed**

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## **ADDENDUM: Michelle Wann A&M Notes**

### **Admissions/ Enrollment updates:**

As of March 15, pre-COVID, our enrollment was 95 Grades, 42 Kinder, 4 Stepping Stone and 13 Parent Child.

Since COVID crisis began, we've been working closely with each family who may need to make adjustments to their payment schedule or who requests to withdraw.

To date, we've had eight (8) families- equating to 10 students- withdraw for the current school year. Of those 10 students, five (5) are Kindergarteners and five (5) are Grades students. (or 7% of enrollment).

- It is uncertain how many of those families will return in the fall, if we are back in the physical building, but our best estimate is 7 of the 10 may return.

**Continuing enrollment** resumes May 1. Communication to all parents will go out Wed 22 with new timelines and messaging around the "pause" in re-enrollment. All contracts/ financial aid awards will be sent to families electronically via Achieve.

- Task Force supporting Admissions office by *contacting EVERY family* by PHONE in the school to 1) check in on how the family is doing 2) see how Connected Learning is going and 3) what support they may need. Week of April 20.

**New enrollment** continues.

- Prospective parents are being sent videos and photos of the school and specifically the grade-level they're applying for.
- Facetime (live video) calls can be scheduled with Michelle at the school so the parents can see the classroom/ school.
- Online applications for new students should be up and running by April 27. PayPal button set up for online app fee payment.
- Next steps: Brochures and "view books" will be made digital/ electronic for access on our website.

### **Connected Learning**

- Weekly parent surveys for feedback on Connected Learning.
- See **attached** *Early Childhood Connected Learning launch guide*
- Communication will go out this week re: end of school year/ calendar

### **Community Building/ In Reach/ Retention**

- **Heartbeat** continues weekly as usual. Features:
  - o *Waldorf at Home* photos/ stories
  - o *Waldorf Wellness* blogs
  - o *Connected Learning* highlights
  - o Parent resources
- Friday evening **Candlelight Gatherings**: Featured "tributes" to Spring Concert and Grandparents & Loved Ones Day, as well as a special recognition of health care workers.
- **Social Media** features Waldorf at Home, Connected Learning highlights (ex: 2<sup>nd</sup> grade gnome projects, Wacky Wednesdays and 8<sup>th</sup> grade broadcasting project) and #TeacherTakeover on Thursdays.
- **COVID section on website**: News, updates, resources.
- **Next steps**: Alum spotlights, 8<sup>th</sup> grade student profile pieces and Chair Yoga

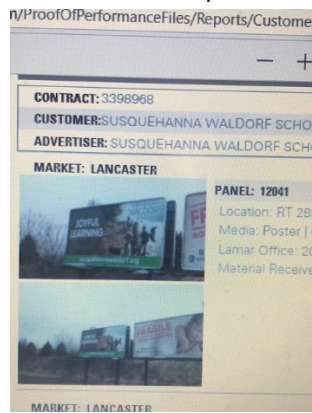
### **Marketing / Outreach**

- **Press release** by end of week on SWS Connected Learning to local media channels
- **BILLBOARDS**: Four billboards in March, 3 of which are extending through April at no cost.



Locations:

RT 283 W 4.7 MI W/O RT 72  
RT 30W W/O CENTERVILLE RD  
Harrisburg Pike s/o Rt 30  
RT 230W .5 MI E/O MT JOY N/S



- Alumni work:
  - o 2019 grad survey was sent last week by Development Coord.
  - o Monthly alum spotlights beginning May 1 (Heartbeat and social media, considering website too).