



December 2018 Board Meeting Minutes December 12, 2018 – 6:30pm

In attendance: Ron Pollock, Chris Potter, Deborah Duke, Michelle Wann, Michele Calabretta, Maria Dickson, Kyle Grimes, Erin Darby, Rochelle Dietz, Tim Altieri, Jen Shivery, Ernie Schaefer

Timekeeper/Process Coach: Maria

Meeting Called-to-order: 6:46pm

1. **Agenda Approval:** None
2. **Confirmation of Secretary:** Ron leads discussion on Kyle Grimes nomination for board secretary. No objections. Kyle appointed secretary.
3. **Board Committees:** Ron proposes when the bylaws are approved that the committees and the makeup of those committees should be reviewed. Maria has a list of the existing committees and their existing membership. Ron defers conversation until by-laws revision in early 2019.
4. **Open/Closed Board Meeting Agenda Conversation:** Ron leads conversation focused on keeping most agenda items in open session, reserving closed session for sensitive matters (privacy concerns, personnel matters, etc...)
5. **Administrator and Facilities Report (Tim Altieri):**
 - a. **Recruitment:** Tim discussed moving towards a dedicated page on our website for job opportunities. It would include job openings, information about the school and contact information. To include certification information. **Ernie offers support from Manpower to help develop job site/page/search (revised in January 2019 minutes review for inclusion in the December 2018 minutes).**
 - b. **IU Support Teacher:** Presently working with 13 students for support with math and/or reading. The program uses public school teaching methods and diagnostics. The support personnel is required to use these assessments for state funding reasons. There is conversation in the college about an alternative – would require additional SWS resources. Michelle Wann asked if there is a parent or teacher concern or both around the current IU support. Both was the response from the faculty present. Concerns include: missing out on Waldorf instruction when they're pulled out of the classroom. IU to meet with Tim and Melissa in January 2019.
 - c. **AWSNA Annual Report distributed** – report exists on waldorfeducation.com. SWS is an associate member. When we become accredited we will have full member status.
 - d. **Facilities:** Dave Hammond works on a freelance basis for SWS on maintenance project – he will be unavailable until late February/March. In the meantime, Tim has assumed some facilities duties. Plumber was called in for an issue in Kerry Clements KG class.

- e. Fire Drills have been done every month. System to be inspected first week of January. Heater inspection (annual) also to take place.
 - f. Maintenance Items: Some lighting issues are going to need to be addressed. Fixtures are starting to break. Joe Pecorra has volunteered to come in and provide handy skills – labor pro-bono, supplies at cost to school.
- 6. Admissions and Marketing (Michelle Wann):**
- a. Admissions- Enrollment
 - i. Started Session 2 of Parent Child with four additional students! 3 days of classes versus 2 in session one.
 - ii. Stepping Stone Session 2 is FULL with a waitlist
 - iii. Two new mixed age Kindergarten students to start in January.
 - iv. Two possible grades students to start in second semester. (2nd and 3rd grade).
 - b. Admissions- Events
 - i. Open House and Alumni Panel January 26
 - ii. First Grade and Middle School Sampler(s) February 26
 - c. Admissions- Other
 - i. Achieve (Database) Update:
 - 1. Developing re-enrollment form in our database. Parents can login to parent portal and update any information and register for next school year.
 - a. App fees can be paid online.
 - b. Some work to do with Deborah on whether we want T&C's of re-enrollment or the entire contract to be electronic as well.
 - ii. Tuition research on market trends.
 - d. Marketing & Outreach Update:
 - i. Outreach- Events
 - 1. WGAL telethon December 14- Thank you Kyle!
 - 2. LNP Schools Section article on Cyber Civics- coming soon!
 - 3. PreSchool Fair, Elizabethtown MOMS Club. January 19.
 - 4. Simplicity Parenting Parent Education Workshop at SWS. January 26 in conjunction with Open House. * Continuing to develop partnership and collaboration with St Joe's CHI. Their Director of Education toured SWS today.
 - ii. Marketing
 - 1. Developing and designing 3 new printed brochures/ collateral to align with the new website. Goal is to have completed 2 of 3 by January Open House and the third by late February.
 - 2. Building an email and social media plan around the First Grade and Middle School Sampler.
 - 3. Holiday cards picked up yesterday and will go out by end of week!
 - e. EXTRAORDINARY GIVE- Admin Update
 - i. Social media campaign engaged more viewers than any past post/ event on our channels.
 - 1. Went "live" on Facebook J with high engagement.
 - a. Live music at dismissal and 3rd grade song/ dance in Williams Hall.

- ii. Set up an automated thank you email/ video to send as soon as someone donated.
 - iii. Thank you cards were printed and sent yesterday- signed with a thank you. Larger donors cards will include a note and signature from Tim and Ron.
 - iv. Working on additional recognition for large donors.
 - f. Communications Coordinator
 - i. Cyber civics, skyrocketing social media, winter faire, extra give, digital signatures.
- 7. **Faculty Report (Rochelle Dietz):** Michelle attended Sunbridge – ecological identity. Could have curriculum impact.
 - a. Celebrated Hanukkah last week – next Monday, advent celebration. Spiral for the grades was held as well last Friday. St. Nicholas visited 1-3 grades – he reads from the golden book prepared by teachers
 - b. College holiday party was held this past week.
 - c. Santa Lucia Day – presentation by Rochelle and Michelle
 - d. Holiday Concert is Friday night, December 14th
 - e. Holiday Assembly next Friday, December 21st
- 8. **PG Report (Maria Dickson):** No one from the steering committee was present. Winter Faire was recapped. Via Maria -- Jodi Wolgamuth commented that there was a lot of discussion about teachers conveying to their parents at class meetings about the need for an active PG. Feedback was taken from Nina Radanovic to the full college. Following that, Nina has shared college feedback back to the PG steering cmt.
 - a. PG has still not nominated anyone to the vacant board seat.
 - b. Good turnout at the last PG meeting.
- 9. **Finance Report (Maria Dickson):**
 - a. EITC – Donegal traditionally has been 25k and gave 10k this year. SKC is up 2.5k. BB&T is coming tomorrow to present their check. Tracking for a 17k budget shortfall given the EITC shortfall. Would be tracking to budget with normal levels of EITC.
- 10. **Fundraising (Maria Dickson):**
 - a. Second largest extraordinary give – social media piece handled in house increased capabilities. List of donors provided by Community Foundation. Handout distributed to show level and volume of donations.
 - b. Winter faire: logistically ran smoothly. Lauren lutz and Melinda stauffer kudos. Raised just shy of 12k but expect it to finish ahead of the goal.
- 11. **Development (Kyle Grimes, Tim Altieri, Ernie Schaefer, Michelle Wann):**
 - a. Tim reviewed EITC proposed annual cycle.
 - b. Kyle acknowledged that development mission statement needs to be drafted and then incorporated in the by-laws revision.
 - c. Kyle requested development/fundraising coordination on the Extra Give donor list.
 - d. Maria offered to review parent directory to determine where there is opportunity.
- 12. **Governance & By-Laws (Kyle Grimes)**
 - a. Governance: Cmt. meeting first week of January. Feedback to be delivered in advance of the January board meeting for the governance.
 - b. By-Laws rewrite will follow the governance approval.
- 13. **Open Time:**

- a. Kyle to send doodle poll on January/February retreat to board and LC
- b. Tim: mandated program across PA – all schools – a way for SWS to find out if someone in our community is a threat to the school or to themselves. Allows community to notify authorities anonymously. Monitored by the AGs office who would contact the designated SWS representatives. Life threatening situations include law enforcement.

Meeting Adjourned: 8:24pm – No closed session followed