

Board Minutes from 6/16/2021 - open

Attended: CJ, Maria, Michelle, Nina, Anya, and Brian Rank

Timekeeper/Process coach - CJ

Action items:

- Agenda - APPROVED
- May 2021 Minutes - APPROVED

Artistic

- Numbers 1-5 on people's backs - you can see other's, but not your own
- Silently get into numerical order
- Nailed it :)
- 8 fold path: Right Conception
 - Lead to great conversation

LC Update

- Resolved 2nd grade teacher issue (Wendy on sabbatical) - Dela Davis to be full time teacher
 - Consistency will help hold the class
- Reviewed HoS feedback from previous candidate
- Continue to work on class issues as they come up/are ongoing
 - Specifically class 4 and 5
 - The combining has caused some stir
- Disenrolled one family
 - Helps keep the peace
- Calendar finalized
- 2 new LC members are shadowing
- Continue to support teachers and the orchestra program
- Created a docket for summer items
- Worked with other governing bodies of SWS to help keep things moving forward

Admissions and Marketing Update

- Focus is on retention and re-enrollment
- Resolving blending issues in class 4 and 5
- Stepping Stone program approved
 - Cap is 10 (currently 6 families)
- Finalizing parent/child program
- Waldorf immersion marketing program
 - Michelle, Courtney, and Deborah
 - Good stuff will come from this
- Michelle's full report attached at the end of these minutes

Task Force Updates

- Expecting PDE guidelines to come out in July or August
- Will update the SWS community then
- Too much unknown at the moment to make any decisions
- Big items on the docket: vaccinations (6-12 year olds??) and mask wearing

Faculty Updates

- End of year reports
- 2nd grade - ate lunch together, got ice cream at Mulberry Thrill, played in creek together
- 3rd grade - presented shelter projects
- 4th grade - class play
- 5th grade - rode bikes to Columbia and had ice cream and Coffee and Cream
- 6th grade - class play
- 7th grade - went kayaking with new teacher
- 8th grade - graduation ceremony at Moonstone Manor

Finance Update

- Budget planning and, eventually, approval
 - Proforma needs finalized

A&M Report to the Board

6-16-21

Admissions

2021-22 (Projected) Enrollment

Current Contracted Students (or soon to be contracted): 62 Grades & 26 Kinder

Projected Grades at Year Start: 72-74

Projected Kindergarten at Year Start: 30-32

*Projected Stepping Stone at Year Start: 8-10**

- Opened Stepping Stone registration on May 28 and already have 6 applications. Expect to be full.

Parent Child! Working on details, to be published week of 6/21.

RETENTION/ OUTREACH

Working very closely with Leadership Council and the parents of Class 4 and 5 on retention efforts and plan for future.

Working with LC on Sunset program details and advertising.

Parent Education:

- Betty Staley Parent Lecture and Discussion (Tending the Flame: Meeting the Middle School Child")
 - o Follow up small group workshops: May 24 and June 7 COMPLETE

Friday Hang Outs: First was last week of May- food truck, children playing on playground. Second this Friday.

Summer Events being organized:

- New Family Playgroup (Early Childhood), either on playground or at a local park.
- Family Hike Day- One in July, One in August, open to all SWS families and prospective families.

WALDORF MARKETING IMMERSION COURSE

- Deborah, Courtney and Michelle participating in a multi- week program with 10 other Waldorf schools.
- 5 recorded sessions, 5 group sessions and 2 one-on-one individual coaching and planning sessions.
 - o Branding

- Marketing Audit of school to develop our unique value proposition- what's our message/ story,
- Develop collateral (foundational narrative) consisting of 8-10 paragraphs of anchor content
- Taglines
- 2-3 paragraphs of a boiler plate (concise info used for ads, press releases, etc),
- Internal Marketing plans specifically brand ambassador program.
- Support in developing a one year marketing plan within our budget.
- Considering DEI efforts