



**Vacaville Christian Schools  
Board Meeting  
February 23, 2016 / 6:00 pm**

<b>Board of Directors:</b>	
Ron Myska ~ Chairman *(3 <sup>rd</sup> , 5/2017)	Amy Kennedy ~ Member at Large *(1 <sup>st</sup> , 5/2016)
Scott Jacobs ~ Vice-Chairman *(2 <sup>nd</sup> , 3/2016)	Christopher Lambert ~ Member at Large *(1 <sup>st</sup> , 9/2016)
Ted Spinardi ~ Treasurer *(2 <sup>nd</sup> , 7/2017) <b>Absent</b>	Mark Lillis ~ Member at Large *(1 <sup>st</sup> , 5/2016)
Donna Martian ~ Secretary *(2 <sup>nd</sup> , 4/2016)	Bejan Pazdel ~ Member at Large *(3 <sup>rd</sup> , 5/2017)
Michael Alexander ~ Member at Large *(1 <sup>st</sup> , 6/2016)	Sheilah Tucker ~ Member at Large *(3 <sup>rd</sup> , 1/2018)
Anthony Grafals ~ Member at Large *(1 <sup>st</sup> , 4/2018)**	Paul Harrell ~ Head of School
	*(current term, end of current term)

1. Opening Prayer  
Meeting called to order with prayer at 6:10 p.m.

2. Devotion  
Anthony Grafals presented tonight’s devotion, “Jesus Sends Out the Twelve”.

Devotion Highlights:

- Matthew 10
- In Matthew 10 the Bible speaks of Jesus sending his 12 disciples out into the world. Verses 6 & 7 say, “Go rather to the lost sheep of Israel. As you go, proclaim this message: ‘The kingdom of heaven has come near’.” The Board can be seen as a similar group of 12, when including the Head of School.
- Anthony read the NIV version of Matthew 10 and then compared it to the The Message version. The Message version is a paraphrased version, which, in turn, empowered Anthony to provide his own paraphrased version:
  - Those that Jesus sends out, he empowers and calls on to care for the least among us, like the children.
  - Help those who we can, right here in our midst.
  - Travel light.
  - Live modestly.
  - Approach others with a willingness to share God’s Word.
  - Don’t call attention to our work.
  - Just speak the words God provides.
  - Don’t give up; He is coming.
  - Any treatment we receive is better than the treatment given to our Lord. So be content.
  - Don’t be intimidated.
  - God loves us.
  - Jesus will claim us as His children.
  - Life is hard and people will always disappoint.

- If we love Him first, He will love us even more.
- We are all engaged in this harvest work together. Those who accept what we do are with us. We must help them and seek help from them. This is a great commission from God that we advance with even the smallest acts.

3. Open Floor

Beckie Manley, Founder/Idea Chief, Fierce

Clay Caldwell, Creative Chief, Fierce

Faith Shipley, Director of Marketing

No other guests were present.

4. Marketing Presentation/Discussion

Beckie Manley and Clay Caldwell with Fierce presented an overview of our current and future marketing strategies. Beckie was able to meet with staff earlier this afternoon and introduced some of her work and how our marketing campaign came about. She also included what has happened since the campaign was initiated and a look ahead to our media plans. Fierce's approach focuses on the following steps: Engage, Believe, Immerse, Listen, Research, Be Inspired, Be Strategic, Create, and Share. The Board had a time of discussion with Beckie and Clay. The Board thanked Beckie, Clay and Faith for this presentation and information.

Beckie Manley, Clay Caldwell and Faith Shipley left the meeting at 7:50 p.m.

The Board continued discussing retention and enrollment data and the need to mine our existing data. Donna Martian will provide first day of school enrollment numbers from the reports she has archived to Christopher Lambert. Christopher will begin compiling information to enable comparisons and trends.

Amy Kenney will provide statistics as they are available from our existing marketing campaign. More information should be available on these statistics once we have begun the 2016/2017 school year.

All Board members were invited to attend the Marketing Committee meetings to continue this type of detailed discussion.

5. Committee Reports

a. Advancement

Sheilah Tucker and Paul Harrell reported the recently held crab feed was a great success. Final financial information will be provided once it is available.

Paul Harrell reported consideration for a Director of Development position is a part of the Strategic Plan that is being developed. This position is something that should be considered in the near future.

Paul Harrell reported the Advancement Committee is considering eliminating the annual golf tournament in favor of focusing our resources on the crab feed and Otis Spunkmeyer campaign. This item will be discussed further prior to any decision being made.

b. Marketing

No additional report following the Fierce presentation and discussion.

- c. Board Development
  - i. Board Attendance Calendar
 

Paul Harrell provided a draft “Major Dates Calendar for the 2016/2017 School Year” in accordance with Policy 200.21. Scott Jacobs encouraged each Board member to review and make a note of the dates that require Board participation.
  - ii. Committee Charters
 

Most of the committees have submitted their charters. Scott Jacobs will continue to work with those that have not completed a charter.
  
- d. Finance
 

Paul Harrell reviewed the current financial reports for the Board.
  
- e. Executive Committee
 

Ron Myska reported the committee met on January 26, 2016. The committee continued discussion of the Strategic Plan process, updates on staffing issues, and the restatement of the Articles of Incorporation.

Ron Myska encouraged each Board member to conduct a self evaluation of their involvement with the Board. Are we all actively contributing to the Board and able to continue to be committed to what that entails?

  - i. Strategic Plan Task Force
 

Scott Jacobs reported the task force continues to work on the Strategic Plan and have begun reviewing step 3, SWAT. Scott recognized the Administration’s role in this process and what a thorough job they have done up to this point. This has enabled this process to be focused and to move quickly.
  
- f. Head of School
 

Paul Harrell reviewed the Head of School Summary Report provided to all Board members. (Attachment #1)
  
- 6. New Business
  - a. Approval and signatures for the restatement of the Articles of Incorporation
 

Anthony Grafals and Donna Martian presented the restated Articles of Incorporation. All revisions to the Articles have previously been officially approved by the Board and were provided for review with the agenda for this meeting. No motion is necessary tonight. The Board recognized the changes incorporated into the Articles and signed all documentation necessary to submit the restated Articles to the State of California for official recording.
  
- 7. Calendared Item
 

No calendared items.
  
- 8. Update and Discussion
 

Amy Kennedy requested all Board members consider their commitments to the committees they are involved with. It was agreed the Marketing and Advancement Committees will strive to have a set date and time to meet to avoid scheduling conflicts.

9. Action Items
  - Provide the past 5 year's first day of school enrollment statistics to Christopher Lambert – Donna Martian
  - Provide marketing statistics for discussion when available – Amy Kennedy
10. Prayer and Adjournment  
Meeting adjourned at 9:35 p.m.

**Next Board Meeting ~March 15, 2016 ~ Devotion by Christopher Lambert**  
**Location: College Resource Room 202**

# Attachment #1

## Head of School Board Report February 23, 2016

Here are the talking points for the upcoming Board meeting:

- Athletics
  - Boys Basketball playoff versus Bradshaw tomorrow
  - Search for football coach continues
  - Spring sports scrimmages have begun
- Staffing
  - Judy Stockton will return tomorrow for a visit. Next steps of treatment to be determined.
- Plant updates
  - Continued work on infrastructure proposal
- Other
  - March 9<sup>th</sup> Middle School Science Expo, April 25<sup>th</sup> is the Middle School Red Carpet Gala