



Vacaville Christian Schools
Board Meeting
April 19, 2016 / 6:00 pm

Board of Directors:	
Ron Myska ~ Chairman *(3 rd , 5/2017)	Amy Kennedy ~ Member at Large *(1 st , 5/2016) Absent
Scott Jacobs ~ Vice-Chairman *(3 rd , 3/2019)	Christopher Lambert ~ Member at Large *(1 st , 9/2016)
Ted Spinardi ~ Treasurer *(2 nd , 7/2017)	Mark Lillis ~ Member at Large *(1 st , 5/2016)
Donna Martian ~ Secretary *(2 nd , 4/2016)	Bejan Pazdel ~ Member at Large *(3 rd , 5/2017) ♦
Michael Alexander ~ Member at Large *(1 st , 6/2016)	Sheilah Tucker ~ Member at Large *(3 rd , 1/2018) ♦
Anthony Grafals ~ Member at Large *(1 st , 4/2018) ♦	Paul Harrell ~ Head of School
	*(current term, end of current term)

1. Opening Prayer
Meeting called to order with prayer at 6:00 p.m.

♦ Bejan Pazdel joined the meeting at 6:05 p.m.

2. Devotion
Donna Martian presented tonight's devotion, "Watch Your Words Diligently", from the Jesus Calling Devotional.
 - Scripture references – Proverbs 12:18, James 1:19, Ephesians 4:29
 - Words have great power to bless or to wound; you need help in wielding this mighty power responsibly.
 - The Lord's instructions about communication are very different from the worlds.
 - Be quick to listen, slow to speak and slow to become angry
 - Seek the Lord's help in communicating with people; as positive speech patterns replace negative ones, the increase in your joy will amaze you.

3. Open Floor

No guests were present.

Ron Myska confirmed with Paul Harrell that the 2015-2016 Student Council officers will attend the May 2016 Board meeting for their annual year in review report.

4. Committee Reports
 - a. Advancement
Paul Harrell reported the 2017 Crab Feed will be moved to March 4, 2017. The pre-planning timeline was reviewed.

b. Marketing

Amy Kennedy provided the minutes for the Marketing Committee meeting held on March 8, 2016 earlier this week via e-mail for review (see attachment #1).

Paul Harrell reported the committee continues to plan for our next school year. Enrollment for the 2016-2017 school year is reflecting the positive impact of our current marketing plan.

Paul Harrell reported he has received very good feedback on the current billboard located in the Green Valley corridor.

◆ Sheilah Tucker joined the meeting at 6:10 p.m.

c. Board Development

Scott Jacobs provided a presentation on what the Board Development Committee is focusing on. Highlights of the presentation are:

- Reviewed our Mission Statement
- Reviewed our New Vision Statement
- Strategic Building and Planning for the Board
- Committee structure/responsibilities
- Develop and educate the Board members
- Training
- Leadership Assessment for succession
- Board retreats

◆ Anthony Grafals joined the meeting at 6:20 p.m.

- What is the Board facing in the coming years?
- Five or more vacancies on the Board in the next three years.
- Initial expertise needed to fill vacancies.
- Board recruitment strategy
- Board Committees

Scott initiated a conversation regarding the pending Board application for Michelle Aas. There was a brief discussion with the agreement to encourage Michelle to increase her involvement at the school, which will allow her to serve VCS at a different level.

Christopher Lambert confirmed he will be moving out of state effective sometime in June. Christopher presented a potential candidate to fill the need for a military connection within our Board. Christopher Lambert presented Chris Maddox for consideration as a Board member. Scott Jacobs and Christopher Lambert will offer a Board member application packet to Mr. Maddox.

Ron Myska recommended that Paul Harrell present the Advancement and Marketing Committee reports to the Board beginning May 2016. Paul and his staff are vital to these committees. By having Paul present the reports it allows for more detailed questions to be asked/answered, etc. It was noted no committees will be refined or redefined prior to the completion and implementation of the Strategic Plan. The Board discussed and agreed with the merits of this recommendation.

i. Board Attendance Calendar

Scott Jacobs and Ron Myska encouraged all Board members to attend the following events:

- Athletic Scholarship Signing Ceremony, April 22, 2016
- National Day of Prayer, May 5, 2016
- Baccalaureate Service, May 24, 2016
- High School Graduation, May 26, 2016

d. Finance

Ted Spinardi reviewed the summary of the April 12, 2016 Finance Committee (see attachment #2).

Staff will be presenting a revised capital improvement project to the Finance Committee for consideration.

Ted Spinardi reviewed the FDIC limits and its impact on our banking practices.

e. Executive Committee

Ron Myska reported the committee met on March 22, 2016. The committee continued discussion of the Strategic Plan process, updates on staffing issues, retention and enrollment reports, organizational structure of the school, faith aspects within our athletic programs, graffiti incident at the High School and the status of the Partnership Committee

i. Strategic Plan Task Force

Paul Harrell, Chris Lambert and Ron Myska reported the Task Force is on schedule. The Strategic Plan is scheduled to be completed in June 2016.

f. Head of School

Paul Harrell reviewed the Head of School Summary Report provided to all Board members. (Attachment #3)

Paul Harrell requested the approval for his 2016 summer vacation schedule. This schedule includes five weeks of vacation versus the standard four. Paul presented this request per Ron Myska's direction. In prior years, this decision was made between the Chairman of the Board and the Head of School. Ron felt this decision should be presented to the Board as a whole.

Motion to approve Paul Harrell's 2016 summer vacation schedule of June 27, 2016 – August 1, 2016.

Motion by Michael Alexander; 2nd by Scott Jacobs

Motion approved unanimously

5. New Business

- a. No new business.

6. Update and Discussion

Sheilah Tucker recommended the Board resume prayer sessions during our Board meetings. This was discussed and it was agreed the Board would include a time of prayer after the Open Floor session at each Board meeting.

7. Action Items

- Schedule 2015-2016 Student Council Officers for the annual year in review presentation at the May 2016 Board meeting – Paul Harrell
- Contact Board applicant Michelle Aas – Scott Jacobs
- Provide application to potential Board applicant Chris Maddox – Scott Jacobs and Christopher Lambert

- Head of School to present committee reports for the Advancement and Marketing committees beginning at the May 2016 Board meeting – Paul Harrell
- Include a time of prayer on the monthly agenda following the Open Floor session beginning at the May 2016 Board meeting – Donna Martian

8. Calendared Items

- a. Approval of Subsequent Term – Donna Martian

Prior to the ballot vote being conducted, the Board discussed the procedure of having the member presented for approval of a subsequent term leave the meeting to allow for candid discussion. It was agreed Donna Martian, Secretary, would not leave the room during this ballot vote.

Donna Martian was presented by ballot for approval of her third subsequent term, May 2016 to May 2018.

An abbreviated subsequent third term of May 2016 to May 2018 approved unanimously.

9. Prayer and Adjournment

Meeting adjourned at 8:00 p.m.

Next Board Meeting ~May 17, 2016 ~ Devotion by Scott Jacobs

Location: College Resource Room 202

Attachment #1

Marketing Committee Meeting
April 12, 2016
Agenda & Notes: Enrollment and Marketing Update

Present: Scott Jacobs, Faith Shipley, Paul Harrell, and Amy Kennedy

I. Enrollment

- A. Re-Enrollment up 7% (10% last month) from last year at this time 76% (73% last month) returning to date compared to 63% returning to date last year.
- B. Improved over all department retention to date:
 - 1. EE up 24% (8% last month) from last year
 - 2. Elem up 9% (12% last month) from last year
 - 3. MS up 19% (15% last month) from last year
 - 4. HS Down 1% (up 3% last month) from last year (2 students)
- C. Withdraws have dropped significantly this fiscal year:
 - 1. Down 57% from last year. First year of declining withdrawals in the school year, in the last 9 years.
- D. New Student Enrollment
 - 1. To date we are up 29% in new apps. pending

II. Marketing Update

- A. Billboard on 80E/680 April 11th – May 9th 4 Week Run
 - 1. Green Valley Area is expanding housing by 520 new homes over the next year
 - B. KUI C Ads
 - 1. Open Enrollment ads running April 10th -15th & 24th -30th
 - 2. Advertising Summer Camp & Early Ed 5K
 - 3. Additional week of FREE spots 4 to 6 times a day for 7 days April 17th – April 23rd
- during
- Hometown Happenings announcement.
 - C. Vacaville Magazine
 - 1. Vacaville Magazine Back Cover for March and April
 - 2. Early Ed 5K Ad
 - 3. 40th Anniversary Article
 - 4. Red Carpet Fine Arts Gala Save the Date
 - D. TV Ads
 - 1. Run time April 4th -18th on cable channels
 - E. Brenden Theater
 - 1. Running Ads currently and renewed contract for continued ads for 2016 April -2017

April

III. Marketing Branding/Design Projects

- A. New High School and Middle School Course Selection Brochures
- B. Custom High School Graduation Program Design
- C. Planning Campus Photo Shoot for Fall- Oct 2016
- D. Assisting Filming from Waldron University for Service Based Projects- Val Marchione's 8th Grade English Class & Eddie Renick's 8th Grade History Class. Ms. Marchione was selected by

Waldron, as she completes her doctorate program, for documenting and filming her curriculum of service based projects. This will be used as a resource for other doctoral candidates at Waldron University.

E. Researching Communications Plan and Best Practices

IV. Internal Marketing Projects

A. Article to reveal new additions to curriculum for 2016-2017

1. Adding French 1 to MS and HS
2. Adding Bio Medical Science to HS
3. Enhanced GATE program for 3rd – 5th Grade
4. Art Teacher for MS (possibly shared with Elementary)
5. Possible Additions in the future- Physics III
6. New Elementary Science Curriculum; enhances labs and better prepares for MS science
7. New tablet 1:1 learning in grade 1st – 3rd Grade
8. Kudos to HS Art Exhibit at Vacaville Art Gallery- Reception on Sunday, April 17th 1pm - 4pm
9. Congratulations to 7 possible 9 students to sign athletic scholarships
10. Summer Practice Books for Elementary Students for English and Math available to purchase
11. RightNow Media Service

NEXT MEETING: Tuesday, May 10th at 4:30 in Paul's Office

In addition to the standard agenda items, Faith will provide Digital Report and Advertisement Tracking Report.

Attachment #2

Finance Recap, April 12, 2016

1. Current cash position: \$2.307 million
2. Enrollment: 883
3. Paul/Marci are projecting enrollment range of 865-900 for 2016/2017 school year.
4. Marci will have projected fiscal year end number at May finance meeting.
5. IT project withdrawn by Paul/Marci until enrollment numbers are higher. Project was estimated at \$285k for just IT and did not include water, power, sewer, playground upgrades.
6. Marci is looking at additional banks to place our excess cash so that we strive to maintain the \$250k FDIC limit per bank.
7. Policy enforcement clarification. "Pastoral Discounts" There has been some question as to what constitutes a "pastor" as it pertains to our stated discount. The enforcement has always been at the discretion of admissions/finance for when that discount applies. The committee suggested that they use the following 3 criteria to assist in the eligibility process. 1) Current license/ordination paperwork from an accredited governing body. 2) W-2/1099 from the church for which they serve as pastor. 3) Pastoral income to be greater than 50% of their total income. Marci took the suggestions under advisement to see if it helps clarify the situation in the future.
8. Cell tower buyout. We have been offered the ability to sell our lease to Blackdot \$205k
Committee suggested that Marci/Paul contact a constant to do an evaluation on the proposal to see if the numbers are fair. We will report back when we hear more about this offer.

Attachment #3

Head of School Board Report

April 19, 2016

Here are the talking points for the upcoming Board Meeting outside of Committee Meetings:

- Athletics
 - Football Coach search completed, Dante Kendrick accepted the position. He will meet with High School players Friday at lunch
 - Seven Seniors have been awarded Athletic Scholarships thus far:
 - Katarina Stashyn...University of Nevada, Reno (Track and Cross Country)
 - Alicia Borges...William Jessup University (Volleyball)
 - Olivia Petnicki...University of the Pacific (Volleyball)
 - Jordan Guyton...Doane College (Football)
 - Haley Kenyon...Point Loma Nazarene University (Volleyball)
 - Quinn Sipsey...University of Southern Mississippi (Football)
- Staffing
 - At this time, all potential staff positions have been filled for next year with the exception of Registrar. This will be posted Friday
 - Amanda McGovern, Registrar, will be leaving us July 15
- Plant updates
 - Pelleting of sports complex completed
 - Infrastructure upgrade deferred to a future date
 - This summer, gym access retrofit will be finished, potential security gate installation in the quad area of Elementary and Security Booth under consideration.
- Other
 - New Elementary Science curriculum secured for use next year
 - Unprecedented enrollment numbers in AP Mathematics, Science classes (including new offering of Bio-Medical Science) and French
 - The GATE program in Grades 3-5 will undergo significant upgrade through the efforts of doctoral candidate Val Marchione
 - VCHS film class entered the Eye Light Film Festival in Vacaville, submitting five films. The Festival recognized these films with 6 awards. Next year, VCS will host the festival.
 - Head of School summer plan request