



**Vacaville Christian Schools  
Board Meeting  
September 20, 2016 / 6:00 pm**

<b>Board of Directors:</b>	
Scott Jacobs ~ Interim Chairman *(3 <sup>rd</sup> , 3/2019)	Amy Kennedy ~ Member at Large *(2 <sup>nd</sup> , 5/2019)
Ted Spinardi ~ Treasurer *(2 <sup>nd</sup> , 7/2017)	Bejan Pazdel ~ Member at Large *(3 <sup>rd</sup> , 5/2017)
Donna Martian ~ Secretary *(3 <sup>rd</sup> , 5/2018)	Sheilah Tucker ~ Member at Large *(3 <sup>rd</sup> , 1/2018)***
Michael Alexander ~ Member at Large *(1 <sup>st</sup> , 6/2016)	Paul Harrell ~ Head of School
Anthony Grafals ~ Member at Large *(1 <sup>st</sup> , 4/2018)**	
	*(current term, end of current term)

1. Opening Prayer

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

2. Devotion

Bejan Pazdel presented tonight's devotion, "Lessons I Have Learned".

- Scripture references: Matthew 7:7 & 18:2-3, Ephesians 2:10, Job 8:21, Philippians 4:6 and Galatians 3:28.
- When dealing with life's stress, anxiety, jealousy or worry the question you should always ask is, "How is your walk with the Lord?". This is a great question to ask our children when we are helping them through life's issues.
- It is amazing to watch how the Lord is working through all of our challenges.
- Six points we should learn from our children:
  - Keep asking questions
  - Be yourself
  - Laugh more
  - Don't stress
  - Don't judge people
  - Have pure (childlike) faith

3. Open Floor

No guests were present.

4. Prayer Session

Prior to a time of prayer, Sheilah Tucker was given the floor. Sheilah shared with the Board that it is time for her to step down from the Board and that she has submitted her resignation, effective immediately. The Board thanked Sheilah for her 8 years of service.

\*\*Anthony Grafals joined the meeting at 6:25 p.m.

\*\*\*Sheilah Tucker left the meeting at 6:30 p.m.

The Board participated in a time of prayer.

It was agreed the Prayer Session would be moved to the last item of the agenda effective October 18, 2016.

5. Committee Reports

a. Advancement/Marketing

Minutes from the September 14, 2016 meeting were provided to all Board members via e-mail. See attachment #1. The next meeting is scheduled for October 14, 2016 at 12:00 p.m.

Paul Harrell provided the Board with a sample of a new marketing brochure being created; this brochure will tie in with the fund raising options that are currently being installed on our website. The donation section should be operational within the next few weeks.

The Board discussed the status of the Football program. The need to market and push out updated information was discussed. Paul Harrell reported he is working with Becki Manley on a definitive plan to communicate up to date information.

b. Board Development

Anthony Grafals was appointed as Chair for the Board Development Committee.

Scott Jacobs reported the committee has not met the month of September. A tentative meeting is scheduled for September 29, 2016 at 5:30 p.m. Considering the recent changes in the current Board, it is even more crucial that Board Development continue to be a primary focus. Scott Jacobs reviewed several potential applicants and will provide an updated list to the committee members at the next Board Development meeting.

i. Board Attendance Calendar

Two upcoming events were reviewed: Pastor Appreciation and Country Faire. All Board members were encouraged to attend.

c. Finance

Ted Spinardi reported the committee has not met the month of September. Financial reports were provided via e-mail to all Board members. Work continues on the new budget and the auditors continue their annual review.

Members requested Marcie provide a monthly enrollment report to all Board members via e-mail.

d. Executive

Scott Jacobs reviewed items discussed at the September 9, 2016 meeting:

- Ron Myska's resignation, effective August 31, 2016
- Paul Harrell agreed that from this point forward, anytime financial gain is a possibility with any Board member, the situation will be brought to the Board prior to any action being taken, either by the Board member or the Head of School. The Board will work to create a policy addressing any financial arrangements between Board members and VCS.
- Transition of the Board Chairman position
- Board Development
- Format of the Board meetings
- Retention/Enrollment

e. Head of School

Paul Harrell reviewed the three operational initiatives Administration is currently focusing on:

- Attrition rates in Middle and High School – Administration is currently working with Britt Beemer on a phone survey. Results will be reported to the Board at the November 15, 2016 Board meeting with Becki Manley.
- Athletics Director will now report to George Allen, Director of Operations.
- ECE openings – Administration will present a financial proposal for improvements within the ECE department to the Finance Committee for consideration.

The Board discussed the need to make the Board accessible. Paul Harrell reminded the Board to adhere to the Matthew 18 principle. The discussion was tabled and will be continued within the Board Development Committee meetings.

6. New Business

a. Appointment for position of Chairman

Scott Jacobs voiced his willingness and commitment to serve as Chairman and his desire to serve on the Board where he is needed.

**Motion for Scott Jacobs to hold the position of Chairman until the next Officer elections, scheduled for June 2017.**

**Motion by Anthony Grafals; 2<sup>nd</sup> by Amy Kennedy**

**Motion approved unanimously**

Scott Jacobs will contact each Board member to schedule a meeting. These meetings will allow Scott to get to know each member's concerns or questions and to give any direction or encouragement where needed.

b. Call to Prayer and Nominations for Vice Chairman position

With the appointment of Scott Jacobs to Chairman, the position of Vice Chairman is vacant. Following the standard nomination procedures, a special election will be held during the October 18, 2016 Board meeting. Donna Martian will facilitate nominations prior to the meeting.

c. Recognition of Ron Myska's service to the Board

It was agreed that Scott Jacobs would represent the Board in communicating our appreciation of his years of service to VCS.

7. Update and Discussion

a. Status of Ron Myska's Board Member Tuition Discount

The Board reviewed past practices of extending discounts in various situations.

**Motion to extend the Board Member Tuition Discount as defined in Policy 500.21.3 to Ron Myska for the remainder of the 2016/2017 school year.**

**Motion by Anthony Grafals; 2<sup>nd</sup> by Ted Spinardi**

**Motion approved unanimously**

b. Strategic Plan

The Strategic Plan Summation report was provided to all Board members via e-mail. Members were requested to review the report thoroughly and forward any requested revisions or questions to Donna Martian. Donna will compile any comments and forward them to Paul Harrell for review and/or implementation.

Once this final review is complete, Paul Harrell will provide the Board with final copies of the approved Strategic Plan at the October 18, 2016 Board meeting.

8. Action Items

- Prayer session to be moved to the end of the agenda – Donna Martian
- List of potential Board applicants will be provided to the Board Development Committee members - Scott Jacobs
- Monthly enrollment reports will be provided to all Board members – Paul Harrell
- Facilitate nominations for the Vice Chairman position – Donna Martian
- Schedule individual meetings with each Board member – Scott Jacobs
- Recognize Ron Myska for his years of service to VCS – Scott Jacobs

9. Calendared Items

None.

10. Prayer and Adjournment

Meeting adjourned at 8:16 p.m.

**Next Board Meeting ~October 18, 2016 ~ Devotion by Ted Spinardi**

**Location: College Resource Room 202**

## Attachment #1

### Marketing Committee Meeting September 14, 2016

#### Agenda: Advancement and Marketing Update

#### I. Enrollment

- A. Enrollment approaching budget, 873 versus 879 last year
- B. Significant attrition in transition to grades 8 (25%) and 9 (36%), we have secured Britt Beemer to perform a survey (attached) to determine a strategy to remedy this trend (increased from 20% and 27% respectfully last year).

#### II. Marketing

##### A. Fall Marketing Plan

- 1. Sept – Nov: Continue with moderate online media and search for new outdoor location for Nov/Dec outdoor media.
- 2. Review package deals for cable TV advertising and channel listings to utilize target audience with department specific ads.
- 3. October Campus Photo Shoot for VCS images in marketing material
- 4. Continue to develop a Social Media Plan for the Spring

#### III. Advancement/ Annual Fund

- 1. Brochure is nearly finalized
- 2. eTapestry has been cleaned up, awaiting migration of data from PowerSchool with Blackbaud's assistance

#### IV. Strategic initiatives Pillar # 5: Advancement

- 1. Meld into the High School Journalism curriculum bi-monthly meetings with the Head of School, Marketing, and Fierce, via Skype, utilizing a Fierce custom Social Media Strategy. *Awaiting media communication plan from Fierce.*
- 2. Continue to strengthen the brand, increasing the VCS photo library and build an overall communication strategy. *Photo shoot date set in October.*
- 3. Begin the Annual Fund soliciting BT, ST, CP, GP, FR throughout the fall, focusing on telling the story (education) and participation. *Brochure will go to print as soon as print layout arrives.*
- 4. Clean up eTapestry and begin tracking procedure. *Clean up complete, migration of data next.*