



**Vacaville Christian Schools  
Board Meeting  
October 18, 2016 / 6:00 pm**

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

\*\*High School Student Council members joined the meeting at 6:00 p.m.

2. Devotion  
Ted Spinardi presented tonight's devotion, "The 811 Principle".
  - "The Blessed Life" by Robert Morris introduces the life principle of 811.
  - Scripture – Genesis 4
  - Similar to the story of Cain and Able found in the Bible, we are challenged by the 811 principle to give our first, best, sacrifice to the Lord.
  - In the scriptures, God honors giving of our first fruits; giving to God first and of our best.
  - The 811 principle challenges us to give the first 10% to the Lord, save 10% and live off of the remaining 80% of our income.
  - For something to be redeemed, something has to die. The first fruits have to die in order that the other 90% is redeemed.
  - As you study the Old Testament, focus on making the remaining 80% glorify God.

3. Open Floor  
No guests were present.

\*\*\*Michael Alexander joined the meeting at 6:10 p.m.

4. Annual Student Council Presentation  
The 2016/2017 Student Council's presentation to the Board focused on the following:
  - Events they have done so far.
  - What they have learned from their experiences.
  - Goals for the remainder of the school year.

- Upcoming events.

The Board thanked the Student Council members for their presentation and will welcome them back in May of 2017 for a presentation of how the goals mentioned above were implemented and achieved

\*\*Student Council members left the meeting at 6:20 p.m.

## 5. Committee Reports

### a. Advancement/Marketing

Minutes from the October 14, 2016 meeting were provided to all Board members via e-mail. See attachment #1. There will be a special Advancement/Marketing meeting called in the next few weeks to go over the social media strategy that was presented by Fierce Agency. Options of outsourcing our social media will be examined during this meeting.

Paul Harrell reported that the profits from the Otis Spunkmeyer campaign are slightly higher than last year. Cookie delivery is scheduled for November 3, 2016.

The Annual Fund donation option will go live on our website on October 18, 2016.

Scott Jacobs reminded all Board members to review all materials provided prior to each Board meeting. By doing so, the Board discussions will be productive and timely.

### b. Board Development

Anthony Grafals reviewed several potential candidates.

John Iten has submitted a complete application. His application has been circulated to all Board members prior to this meeting for review. The Board discussed this candidate. It was agreed that Amy Kennedy will be his advocate. As such, she will schedule his interview with the Board during the December 2016 Board meeting. The interview will be conducted following the Open Floor session.

Beckie Manley, Fierce Agency, will be in attendance at the November 15, 2016 Board meeting to review the survey results. In order to have adequate time for review and discussion, all committee reports will be given via e-mail prior to the Board meeting. Each member is instructed to review these reports prior to the meeting.

The Board discussed options for a Board retreat. Each member should e-mail suggestions for content and structure, as well as dates, for a retreat to any member of the Board Development committee. Paul Harrell will contact our insurance provider, DerManual Insurance, to see if they offer training services.

### i. Board Attendance Calendar

Members were encouraged to attend the following events:

- Dale Fogh's memorial service, October 16, 2016, 2:00 p.m., Crossroads Church
- Country Fair, October 27, 2016, 5:00 p.m. – 8:00 p.m.

### c. Finance

Ted Spinardi reviewed the Finance Committee report from the October 11, 2016 meeting. See attachment 2.

Ted Spinardi reported that the final closing cost on 1075 Davis Street was \$401,992.

Paul Harrell presented a proposal for the Field Event complex. This complex will be located next to the High School. Board members reviewed the proposal submitted by staff. The funding of this complex was discussed. Memorial funds may contribute to this project. This project is an investment in VCS' future and will generate positive news for the sports program.

**Motion to approve the proposed Field Event complex as presented, not to exceed \$44,000.**

**Motion by Ted Spinardi; 2<sup>nd</sup> by Bejan Pazdel**

**Motion approved unanimously**

The Board discussed enrollment in ECE and the effect on the current budget.

The Board discussed tuition. It was agreed the Finance Committee will evaluate the tuition schedule. It was noted that the pending survey results will aid in this evaluation. Marcie Spiers, Controller, will provide detailed numbers to address the projected profit/loss to the Finance Committee at the next meeting scheduled for November 8, 2016.

d. Executive

Scott Jacobs reviewed items discussed at the September 30, 2016 meeting:

- Debbie Huntley's contributions to campaigns such as Otis Spunkmeyer, Crab Feed, etc.
- Faith Shipley's pending maternity leave.
- Staffing in ECE.
- Administration's focus on attrition rates in Middle School and High School.
- Paul Harrell overseeing ECE, Janet Fogh oversees Middle School and High School, George Allen oversees Athletics and Facilities.
- Survey scheduled for October 17, 2016.
- The culture of the High School.
- Format of the Head of School report.

e. Head of School

Paul Harrell reviewed the following:

- China Trip – Maylene Ripley and Val Marchione will be traveling to China beginning on November 8, 2016. This trip will focus on recruiting the best foreign students and will be funded by a portion of the foreign tuition and the agency we are working with. They will also be testing students with the TOEFL (Test Of English Foreign Language) test. Paul noted that there is no exclusive signing with any agency.
- Football Coach Candidate – Discussed potential candidates.
- Exempt Employee law effective December 1, 2016 – The State of California is implementing a ceiling of \$47,476/year for salaried exempt employees. If an employee is below this amount they are eligible for overtime. Only two employees are affected and the effect on the budget is minimal.
- John Mark Cooley – VCS currently seeks legal advice from John Mark. He is not licensed in the State of California. Paul will reach out to get a recommendation of a Christian attorney licensed within the State.

6. New Business

a. Call to Prayer for Officer Nomination

Bejan Pazdel was presented as a candidate for the Vice Chairman position. The Board is called to prayer over this nomination. An e-vote will be conducted the week of October 24, 2016.

b. Scott Jacobs noted that Mr. Ralph Martin has served VCS for 30 years. Please make an effort to thank him for his service.

- c. Scott Jacobs introduced FYI e-mails. As Chairman, Scott will provide e-mails from time to time on items he feels appropriate to share with the Board. These are informational e-mails only.
7. Update and Discussion
    - a. Strategic Plan  
No additional comments were received from the Board upon final review of the plan. The VCS 2016-17 Strategic Plan has been approved and will be submitted to Fierce Agency for final formatting.
    - b. Reviewed staffing within the High School.
    - c. Discussed conflict of interest protocol for Board members. Each member is responsible to notify the Executive Committee prior to providing services to the school. This will allow for a timely review of any situation. Tony Grafals will work on possible conflict of interest policy.
    - d. Board members agreed to eliminate Section 7, Update and Discussion from future agendas.
  8. Action Items
    - Schedule an interview with candidate John Iten – Amy Kennedy
    - Review committee reports submitted via e-mail – All Members
    - Suggestions and dates for Board retreat to be sent to any Board Development member – All Members
    - Contact DerManuel Insurance for possible training benefit – Paul Harrell
    - Evaluate tuition schedule – Finance Committee
    - Seek California licensed attorney recommendations – Paul Harrell
    - Call to prayer for Vice Chairman nomination – All Members
    - Conflict of Interest policy – Tony Grafals.
  9. Calendared Items
    - a. Policy 200.20 Tuition Schedules  
Donna Martian reported policy 200.20 requires tuition schedules be established within the month of October. This item should have been discussed during prior meetings in order to meet this deadline. The Finance Committee will evaluate the tuition schedule and report to the Board during the November 15, 2016 meeting.
  10. Prayer and Adjournment  
Meeting adjourned at 8:15 p.m.

**Next Board Meeting ~November 15, 2016 ~ Devotion by Paul Harrell**  
**Location: College Resource Room 202**

## Attachment #1

October 14, 2016

### Advancement and Marketing Update

#### Enrollment

Enrollment Recap

Admissions Opportunities

International Trip to China- Nov 2016

Purpose

Benefits

Itinerary

Fiscal Impact

#### Marketing

Photo Shoot- Oct 6<sup>th</sup> & 7<sup>th</sup>

Purpose is to have a collection of VCS student/campus images to use for print and media to benefit all school marketing.

Investment will last a minimum of two years and helps reinforce internal branding and pride among students, staff and parents.

Two 12-hour days of shooting and over 4000 images captured. Over the next 4 to six weeks, images will be selected and edited for marketing use. The website and all forms of media will begin to be updated with our collection of VCS photos to replace out dated and stock photos, where possible.

#### Survey

Survey Time Line

- a. Friday, October 14<sup>th</sup>- ARG will begin calling withdrawn families and inquiries that did not enroll after looking at VCMS and VCHS. Between 350 – 500 households will be surveyed.
- b. Monday, October 17<sup>th</sup> – Friday October 28<sup>th</sup>- ARG will begin surveying current VCS students in grades 7<sup>th</sup> -12<sup>th</sup> grade.

Survey Data Results

- a. Results will be available by November 15, 2016.
- b. Results will determine focus for MS/HS marketing for Jan 2017 –July 2017.
- c. Results will help form an internal retention plan for 5<sup>th</sup> to 6<sup>th</sup> and 8<sup>th</sup> to 9<sup>th</sup> grade.
- d. Surveys will be considered to be added to Strategic plan and budget every 2 years, to review our perception and branding within the community and internally for retention.

## Marketing Plan

### Oct- Dec 2016 Plan

- a. Marketing will remain light to moderate as we determine Survey results, continuing in our current media markets.
  1. Online media and cable continue to be our strongest first impressions with high conversion results to our website/Admissions Page.
- b. Budget is being re-evaluated as we factor in the survey cost.

## Advancement

### Annual Fund Rollout:

- We are in the final phases of collecting all avenues of contributing and linking them through our website. This should be complete by Tuesday.

### Otis Results:

- The income is \$78,328, with the incentive contribution from Otis not in yet.
- Expenses are \$52,984, yielding a net slightly higher than last year

### Crab Feed proforma:

- With the added expense of the venue (\$11,757 to \$18,000) we expect to remain close to last year's profit of \$34,386 through greater advanced advertising yielding an increased attendance

## Attachment #2

Finance Meeting Summary  
October 11, 2016

1. Cash position down because of the purchase of the house last month.
2. Enrollment at 853 with a projected 865 number when ECE gets additional staffing.
3. Budget is at 890 this would project a \$100k operational loss for fiscal year.
4. Overall trend is down in middle school and high school. Trend remains strong in elementary school and room for growth in the ECE program.
5. Cash difference in elementary school of \$40k is due to the purchase of science curriculum that will be paid for from class funds.
6. Finance team is reviewing new CA laws as they apply to salary exempt employees and overtime. Could have an impact on 5-6 employees. Relatively minor fiscal impact to the school.
7. Finance team is also reviewing CA adjustable minimum wage laws and this will have a greater impact on our lower end hourly employees. Fiscal impact to be determined by year's end.
8. Salaries are over budget in ECE in attempts to recruit new teacher and to stay competitive with other providers.
9. VCS audit scheduled for 10/31/16
10. 403B audit also scheduled with the regular audit. We asked the finance team to evaluate other providers for the 403B to make sure VALIC is providing us the best products and service.
11. Football coach-the finance committee asked to consider the compensation of the new football coach when hired to properly align incentives and compensation. It appears that our existing stipend is below market minimums.

### ACTION ITEMS:

The finance committee recommended that we use approximately \$43k from our cash balances to build a track field event complex on the field adjacent to the high school. This amount might be reduced by any donations the are made to the Dale Fogh memorial fund. Mrs. Fogh has requested that any financial contribution be made to track & field program at VCS. George Allen has completed bids and presented a diagram for the proposed facility. We will bring those to the meeting and will request a vote by the full board to move ahead with the facility. We we asked that if possible we announce the field pit with the new football coach sometime in November to help with the over PR of the athletic program and to give us a series of steps moving forward into next year.

Submitted;  
Ted Spinardi  
Treasurer