



## BOARD MEETING MINUTES

### November 21st, 2017

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This Board Meeting begins at 7:00 PM at [101 Church St, Santa Cruz \(Looker\)](#).

“The healing social life is found  
When in the mirror of each human soul,  
The whole community finds its reflection,  
And when, in the community,  
The virtue and strength of each one is living.”

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#### **Attendees**

Board of Trustees: Lara Triona, Alexandra Woods, Scott Olmsted, Nancy Park, Margaret Rosas, Christopher Splendorio, Krista Cook, Andrew Griffin

Other: Tori Milburn, Alicia Benoit, Anya Hoble

**7:00pm Welcome and Verse (3 min) – All**

**7:03pm Board Minutes Approval (2 min) – All**

#### ***Committee Reports:***

1. Management Team Report (30 min) - Tori
2. Development Committee Report (20 min) - Nancy
3. CoT Report (20 min) - Scott

#### **7:05pm Management Team Report**

*See full report in Appendix A. Q&A about report documented below.*

**7:35pm Development Committee Report**

*See full report in Appendix B*

AGC doing extremely well - goal of \$60,000, currently at \$72,000

Ideas for Spring Forward target:

- Site use permit
- Feasibility study
- Medical contingency fund for faculty / staff

Marketing / publicity / communications

- How do we want to support this effort - where does it live? Who owns it?
- Suggestion to research: Americorp VIP volunteer (\$13k) - full time employee, reports to development director or AD
- Seems like this effort could be best served by Enrollment Coordinator

Summer Camp

- Currently working out details of 2018 schedule

Annual Meeting

- How do we improve the dissemination of information
- We as board members, committee chairs, PA reps, etc need to do more outreach with our personal contacts

Development committee going to initiate two sub-committees - one for fundraising, one for outreach

**7:55pm CoT Report**

- Still onboarding Susan
- Move to create protocol for interventions in classrooms
- Teacher-to-Teacher conflict resolution is in its final phases
- PD review survey has been disseminated and almost all faculty have responded.
- Still need to work on the relationship of the PD and AD to the strategic plan

**8:15pm Dialogue, Discussions & Decisions:**

PreK Committee Chair

Playground

- Vote to start construction, \$24,000 max budget (estimate is \$21,000). Krista motioned to approve, Scott seconded, approved unanimously (9/9)

**8:30pm Closed Board Session**

## SCWS Board Meeting (11/21/2017) MINUTES

Confidential Personnel Discussion

### **8:55pm Check In/Overflow (5 mins) – BoT**

Including check in on [Board Reporting Calendar](#) & Meeting Schedule.

### **9:00pm Closing – BoT**

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#### ***Board Meeting and Agenda Agreements***

##### Process for requesting items on Board Agenda

In order to ensure that we use our time well and people are prepared, please follow the following process for requesting items to be added to a Board Agenda:

1. Send in suggestion to all board members prior to the EC meeting scheduled 2 weeks before board meetings
2. Provide description of the proposed topic and why the boards needs to discuss it
3. List what action is expected of the board and associated time frame
4. Ensure that suggested topic has been discussed by any affected Committee or other school group prior to bringing it to the board

##### Ground Rules for Effective Meetings

1. Time will be kept and agenda followed
2. Start on time and end on time or earlier
3. Have all needed participants present
4. Read relevant documents and come prepared
5. The chairperson will call on individual prior to speaking
6. Voice any disagreement, silence is agreement
7. Disagree in private; unite in public
8. No side conversations
9. Listen carefully to all respectfully and respond thoughtfully
10. Challenge ideas, not people
11. Different opinions are welcome
12. Welcome and encourage challenging ideas
13. In the event of disagreement or off topic discussion, the chair of the meeting may intervene to postpone the issue.
14. No cell phones or e-mail during the meeting, unless it is expected that you might be needed for an urgent matter – then in silent mode and taken outside
15. Follow through on action plans
16. Support the group outside the group.

	<u>2016-2017 EC &amp; Board Meetings</u>	
<i>EC</i>	<i>Board Meeting</i>	<i>Other</i>

SCWS Board Meeting (11/21/2017) MINUTES

Apr 4	Apr 11	
May 2	May 16	Grandparent 5/5, May Fair 5/6, Spring Forward 5/20
Jun 6	Jun 13	
July 25		

2017-2018 EC & Board Meetings

EC	Board Meeting	Other
Aug 9	Aug 22	All Sch Annual Retreat 8/25-8/26/2017
Spt 5	Spt 12	School Start 9/6, Back to School Night 9/20
Oct 3	Oct 17	Michaelmas 9/29 & 30
Nov 7	Nov 21	
Dec 5	Dec 12	Holiday Parade 12/2; Winter Fair 12/9
Jan 9	Jan 30	
Feb 13	Feb 27	
Mar 6	Mar 20	Mid-Year Retreat 3/12 (1-5pm) / <b>Annual Meeting March 10</b>
Mar 27	Apr 17	
May 8	May 22	Grandparents Day 5/4; May Fair 5/5; Spring Forward 5/19
Jun 5	Jun 12	Last School day 6/7
Jul 10		
Aug 7	Aug 21	<b>All Sch Annual Retreat 8/24-8/25/2018</b>
Spt 4	Spt 18	School Start 9/5/18

*Appendix A - Management Team Report*

**Santa Cruz Waldorf School EC Meeting  
November 7, 2017**

**Administrative Director Report**

**Enrollment**

- 2017-18 - 153 Enrolled, 1 pending, 3 hold ( hold all wait list for preschool)
- 2018-19 applications opened October 1st - Preschool and Kinder arriving

**Personnel**

- Hiring update
- PreK aftercare teacher

**Operations**

- Started reviews of administrative positions
- Beginning transition of Payroll Service and Medical Insurance
- Custodian of Records - in process of updating fingerprints for all faculty, staff and parent volunteers
- Admin Director development - ANA meeting, 11/15 visit to SFWS and RSF
- Emergency Plan

**Site**

- Water System Operator - First month report
- Culvert - Complete
- Question posed to D Hamilton regarding infrastructure
- Play ground - continued planning, site meeting tomorrow, examples from East Bay Waldorf School
- Master Planning Committee - working with BoT
- Maintenance Manager position evaluation

**Finance Committee**

- Year end reports in progress
- Annual Report draft in progress

**Development**

- Annual Giving Campaign - \$40K raised so far
- Event Planner - On board and working on Winter Faire

## SCWS Board Meeting (11/21/2017) MINUTES

- Parenting Workshops resumed, still poorly attended
- Capital Campaign - BoT working with Alicia on donor list
- Grants - Waldorf Schools Fund, contact for possible site upgrades

### **Program**

- Preschool Charter
- Hiking trail
- 2nd Grade meeting request
- Dismissal of Kindergarten student

### **Mgt team**

- Meeting weekly

### **Legal**

- None

### **Closed HR**

- None

*Appendix B - Development Committee Report*

Development Presentation to Board of Trustees

11/21/17

- I. Annual Giving update
- II. Master Plan/Capital Campaign
  - A. Steps to take to prepare for Capital Campaign
  - B. Consolidate and disseminate the results of the 2017 Annual Meeting
  - C. Solicit feedback from the greater community on the Master Plan
- III. Spring Forward fundraising target
- IV. Overall, clarify tasks for Development Organization as supported by the Board of Directors
  1. Development into the community/outreach (marketing/publicity)
    - a. Creating a position with someone to spearhead marketing/publicity work for the school
    - b. Enrollment
      - i. Create a strategic/business plan for the enrollment department
      - ii. Create a more formal process/relationship between the enrollment and development organizations; bifurcation of Development Committee into two groups: marketing/outreach and fundraising.
    - c. Partnering with a marketing class at Cabrillo or with a local business school to create and execute a marketing plan, including creating video to showcase the school and what we are doing/the need for Waldorf education; develop a system by which we conduct that outreach and evaluate opportunities
    - d. Developing a list of all the things our students are doing with respect to volunteering/community service so we can communicate these activities to the local community
    - e. Create a press kit
  2. Summer camps/programs to fulfill goals including generation of revenue and bringing families to campus to increase exposure
  3. Development within our existing Waldorf community
    - A. Increasing attendance for the Annual Meeting and Board Retreat
    - B. Educate our community on the needs of the school
    - C. Generate more feedback from the larger community on ideas for how/where to focus development efforts
    - D. Generate greater commitments and buy in from the community to support development of the school