

Evangelical Christian Academy Board of Directors

“Distinctly Christian – Effectively Classical”

Board Meeting Minutes

January 21, 2020 - L10

Board Members Present: DJ DeJong, Sandi Geving, Joseph Friedly, Denny Carew, Jason Castro, Will Kim, Heather Morgan

Absent: Randy Thompson, John McKeever

Ex-Officio Member Present: Superintendent Jim Johnson

A. Opening

1. Devotions and Prayer: Sandi - FAITH/Hebrews 11
Warren Kettlety - Shuttle Driver
Katie Keith - Sec IT and English Teacher
Leigh Jones - Sec JH Teacher
Jim Johnson - Superintendent, Sec Rhetoric Teacher
Natalie Jagers - Elem PK Director
Marcia Iverts - Sec Office Assistant
Mr. Kiki Isham - Contract IT
Robert Howard - Elem Choir/Latin Teacher
Brent Holtcamp - Sec Art Teacher
2. ECA's Philosophy Statement: *“ECA seeks to affect the Kingdom of God, by the power of the Holy Spirit, through students who are mature in their Christian faith and effective in their church, family, work, and world for the glory of God.”*
3. Approval of Minutes: January 2020 with amendments M/S/C
4. Correspondence: none
5. Approval of Agenda: M/S/C

B. Reports and Review of Annual Goals

1. Superintendent - Jim

- a. Reviewed written report (attached)
- b. additional points:
 - Ministry Safe has been delegated to Kerry Singleton
 - Board members invited to bring flash drive by the office to get a copy of the 200+ documents sent to ACCS; academic piece can help us prep for accreditation visit in April 2020
 - clarity on Conflict of Interest needed in the upcoming 1-2 board meetings

2. Finance - Sandi

- a. reviewed written report

3. Education - Joseph

- a. updates from principals
 - all are prepared for accreditation visit and all teachers certified!
 - minimal faculty changes expected at all campuses
 - Darla Blue: “stronger family units” at elementary
 - Kerry Singleton: upcoming curriculum needs
 - Bob DeRuiter: many students progressing well; pray for some struggling

4. Development - John (ill - absent)

- a. Jim distributed written report, explained, recommended thorough reading

5. Strategic Planning - Randy (OOT)

- a. Randy emailed document for committee heads to make/track changes

6. Marketing and Communication - Jason (oral report)

- a. monthly meetings for now; next is 2/11/2020
- b. WAY-FM update: 1) can't use ad credit for digital marketing as that is a different branch of the organization; 2) WAY-FM provided a quote for digital marketing; 3) an optional digital marketing firm: Birtwhistle & Lucas
- c. committee hopes to present at Feb or March board meeting a proposal by Mark Kyle to revamp ECA website
- d. Mark's illness - Heather can delay getting board docs online, need by April

7. Resources and Overhead - DJ and Will

- a. no January 2020 meeting
- b. main thing: \$ is in place for van/s! (designated donations)
 - Jim/others need to be able to move quickly if good van options arise
 - important to get van/s checked - Terry B might arrange this
 - pray about timing of availability and purchase of van/s
 - purchase through Perkins (no real connections there now), rental agency?

C. Old Business

1. V7PC/ECA Improvement Initiative: DJ DeJong

- a. confident that Facility Use Agreement will pass at next V7 session meeting

2. Website Rebuild: (see notes in Marketing - B/6 above)

3. Accreditation:

- all principals will attend Feb/March board meetings to prepare for accreditation
- Joseph recommends we ask about their past experience talking to accreditors
- Jim suggests that accreditors will ask what we see as the board's responsibility, and they are hoping for something along the lines of: We are protecting the classical and Christian vision in what is taught at ECA
- We can ask the principals: How do we do the above? What steps can we take to improve?
- Heather volunteers to host dinner for board/accreditors (clarification: IF all agree it's a good idea; other options welcome!)

D. New Business - none

E. Executive Session

- 1. Motion to approve the "Confidential Case Description and Required Actions" as amended M/S/C

F. Adjournment M/S/C

CALENDAR: February 18, 2020 - Devotions: Heather

March 17, 2020

April 21, 2020

May 28, 2020? (after Teacher Appreciation Lunch)

ECA Superintendent Report
Prepared by: Jim Johnson January 20, 2020

Enrollment:

- **Enrollment for 2019-2020**
 - I plan to attach the Enrollment Trends chart to this report.
 - The highlight is that even with the loss of 2 students, we are now up 25 students on the year.
 - The students lost were a Korean (who I think got homesick) and a pre-K student whose mother thought it best to keep him home for a while. This particular mom has other kids in ECA who are doing just fine.
 - In terms of students gained, we had several former ECA students return to ECA. It always warms my heart when I hear of families who return.

- **Enrollment for 2020-2021**
 - Michelle and Julie have implemented the tuition increase for next year. Michelle's work impacts the RenWeb online enrollment tool. Julie's impacts the quotes for next year. Both are ready for implementation this week.
 - Michelle and I worked together on a "video recording" for ECA parents to encourage them to reenroll their student(s) for next year. We feel that perhaps this newest video is a bit of an improvement over last year's version. It will go out as a precursor to reenrollment this week. I will provide you with a link for you to be able to see it.
 - Michelle created a PowerPoint automated slide presentation about some highlight from ECA so far this year. Our hope is that it will enhance ongoing interest in the school.
 - We have set a deadline for the end of February for families to reenroll or notify Michelle of their enrollment intentions for next year. We will again be providing class pizza parties for those who have 100% of the families reenroll or report. Last year each class hit the 100% mark!

Accreditation:

- We met our deadline of January 10th to submit an improved self-study to ACCS. Soon, we expect to hear from Tom Spencer in order to schedule our visit for this spring. The staff preference is to host the visit during the latter half of April.
- ✿ • I would like to take some time to familiarize the Board with the scope and contents of the self-study document.

✿ Conflict of Interest:

- We are still in need of improving our "conflict of interest" verbiage and implementation plan.

Marketing:

- Jason Castro will likely make a full report in this area.
- We are working with WAY-FM to utilize some of our “ad credit” with some digital marketing components which they now facilitate.
- Ministry Moment at V7PC. We were able to show a 3 minute version of our current video to the V7 congregation in both services on January 19th. Also, I was able to give a brief talk on our thankfulness for Village Seven, introduce the Village Seven Family ECA Scholarship Fund (for families in need and to facilitate further gifts to the fund), as well as encourage interested families to attend the upcoming Discover ECA dinner event slated for January 27th.

Strategic Planning:

- Randy Thompson will have any available update in this area.

Vehicles:

- We have received some significant designated donations to improve our vehicle fleet. It is my understanding that several folks are helping us identify appropriate replacement vehicles. We also need to clarify how these purchases can be made in rather short order once a vehicle is earmarked for purchase.

50th Anniversary Planning:

- The reservations are in to use the Grace Center (for the Family Field Day event in October, 2020)
- The reservations are in to use V7PC (for the April 9, 2021 Gala Event and Worship Service)

Endowment Update:

- No further update is available at this time.

Executive Session Item:

- We do have a need to meet in Executive Session this month.

Prayer Requests:

- Thanks to the Lord for increased enrollment as we start the second semester.
- Prayer for guidance as we complete our final preparations for the spring ACCS accreditation visit.
- Ongoing prayer for students as they navigate the challenging ECA objectives.
- That the Lord would continue to provide resources for the school.
- For the Lord’s leading as Board and Administrators face a few challenging decisions.
- That our Recruitment and Reenrollment cycle would be fruitful this year.

Respectfully submitted: *Dr. Jim Johnson*