



AGENDA

<u>FCLA Governing Board Retreat</u>	<u>7 am</u>	
Type of Meeting	Start Time	Adjournment Time
<u>Monday, November 14th</u>	<u>1080/google meet link</u>	<u>Julia Squier</u>
Date	Meeting Location	Recorded by

1. **Attendance/Introductions:**

2. **Approval of October Minutes:**

3. **Monthly Reports/Action:**
 - a. **Enrollment Update – current update (Lori/Patrick)**
 - b. **Cash Flow Update – School and 501c3 accounts (Patrick/Julia) -**
 - c. **Community Connections Update (Jean) –**

4. **Elevator speech update – finalized**

Here are FOUR options from Leah:

FCLA is a small learning community that offers students a supportive environment where they can learn to develop and apply leadership qualities through hands-on experiences.

FCLA offers unique courses, enriching hands-on experiences, and a small supportive environment without the stress of large exams.

FCLA enables students to learn about the world and develop their skills through a small, supportive, and hands-on learning environment.

Teachers and students work together to create a small learning community through collaboration and hands-on projects in FCLA.

Kevin:

FCLA is a small learning community that offers unique courses and enriching hands-on experiences. FCLA students enjoy opportunities to develop and apply leadership, collaboration and communication skills in a supportive, rigorous academic environment.

5. Marketing/Recruitment Plan by month

- a. School visits updates– KA, Einstein, Classical, Madison, Wilson, Celebration, Mt. Olive
- b. Postcard mailing update
- c. Showcase Night evaluation (at conferences)
- d. Chipotle Night (mall location) – \$147.53 earning; another night?
- e. Facebook/Social Media plan/advertising – Heather is posting regularly
- f. Kylie/Student Video – progress/update
- g. T-shirt order update – additional items/online store
- h. Farmer’s Market – application for indoor and/or next summer; other city events?
- i. North – improve our image/recruit update
- j. District marketing meeting – application updates/live; Charter School Fair Jan 7th from 10-noon at the City Center; next meeting is Thursday, Nov 17th at 4 pm (AASD Welcome Center)

6. Adjourn: