**March 13, 2019**

**Eastside Community School Board Meeting**

**Attendees (Board):**

Grif Owen: Present

Boris Bobrov: Present

Anneliese Johnson: Present

Dan Holsclaw: Present

Lisa O’Connell: Present

Brandon Dudley: Present

Daniel Goldschmidt: Present

Andy Hartpence: Present

**Other Attendees:** Ivan Gorne, Mary Spurgin, Emma Goldschmidt

**Next Board Meeting:** April 10, 2019

**Faculty Update**

* Busy preparing for Work Day on Friday
* Still discussing how to bring in Michael D’Aleo for community learning
* During Work Day, the team will discuss how to better communicate on Admissions topics between the Faculty and Administration
* There are four candidates for the Middle School Co-Teacher
* There are two candidates for the Kindergarten Teacher role

**Satellite Campus**

* The faculty is planning to visit the potential satellite campus next week

**Enrollment Report**

* Current enrollment for next school year is 83 and growing
* The Open House went very well. It was a full house—more than 20 people

**Budget Update**

* The March budget update can be found [here](https://drive.google.com/open?id=1S3GoSdgYtxFEgvfsF8aox9C68kVjTYKj)
* Enrollment is tracking well to our Cut 1 of the budget
* Runway metric is currently 1.61, which is lower than we want it to be (Yellow, not Red)
  + Fundraising efforts are underway to increase the metric
* Work on our three-year budget plan is underway

**Fundraising**

* Our operational gap would disappear if all students paid full tuition—which is an argument for using a Scholarship Fund for bridging the gap
* Our three-year plan is crucial for communicating to donors
* The team is considering Three Pillars for donated funds:
  + Scholarship: Give any child a chance to come to our school
    - Eventually, we could even have a fund for ECS alumni for college
  + Environment: Build buildings, get land
    - Beyond our needs for a school campus, we could consider purchasing land for things like class excursions in the future
  + Community
    - For example, to help with our festivals and opportunities for community gatherings
* We could take the Three Cedars Legacy Fund and create an endowment
  + After 3-4 years, it will grow
  + Create rules that certain percentages go into each fund
* Create a platform that accepts multi-year large donors, and micro donations
* Develop 2-3 years of runway for the Scholarship fund, so we can free up fundraising toward the other two pillars
* Daniel: We should create actual separate funds (accounts) for each pillar
  + Transparency is a huge component of this process
* Dan and Grif are intending to meet this week to come up with the presentation plan; then the marketing team can assist with the presentation
* How do we go beyond our community for donations?
  + We want to seed our pillars with a reasonable amount of money to encourage further donations
* Rigor around financial process and reporting will be greatly beneficial
* Maybe we should change our terminology from “Donor” to “Investor”

**Marketing Update**

* The Marketing team has synthesized the meeting notes from our Branding Workshop
  + We would like to work with a faculty member to finalize a recommendation
    - Ivan will suggest who that should be
  + We need to determine our plans around AWSNA certification and our messaging around “inspired by Waldorf”
  + WECAN certification is the first step toward AWSNA certification
  + Budget for photography was requested, but now is probably not the best time based on Runway Metric
    - A parent volunteer could help
  + We should consider the school name as part of our rebranding process
  + We will target to have a recommendation in April
* We are working with This Site on updating the website design

**Summer Camp**

* This is a compelling concept, but bandwidth to teach and facilitate are limited
  + We will put a callout in an upcoming email asking if there are community members who want to host camps throughout the summer
* There are also opportunities for us to rent space, which we should pursue

**Anthroposophy Update**

* Daniel visited a public Waldorf school in Israel, and will share some learnings with the team soon