

Monarch Montessori Board Meeting Agenda

Date of Meeting: November 10, 2020

Our Mission: To create a nurturing school community grounded in Montessori pedagogy, accessible to families of all incomes, that places the needs of the children first.

Welcome! (7:00 p.m.)- Classroom photos

Treasurer's Report (7:05-7:30 p.m.)

- Reviewed outline for budget plan
- Discussed preparing for 2020 Taxes

Director's Update (7:30-7:50 p.m.)

Financial Information

- Taxes for 2019 have been accepted
- Scholarship Funds
 - We are currently using \$1,948 of the \$3,600 we receive per month, which leaves us with \$1,652 to disburse.
 - We have enrolled two more children, but our scholarship availability remains constant
- Public Health Funds for Child Care
 - Haven't heard back yet

Classroom Updates

- Possible grant opportunity- refurbishing the classroom piano and teaching materials
- Bathroom installation should be done before Thanksgiving
 - Seeking volunteers to help paint the bathroom and re-assemble the classroom
 - Looking at weekend before Thanksgiving or during Thanksgiving break
- Please email Julia names and contact information for potential subs
 - Conducted CPR/First Aid training on site
- Enrollment
 - We have five children enrolled.
 - Currently one tour scheduled next week
- Co-Vid Response Preparedness
 - Discussed scenarios and budget planning
 - Requesting rent reduction from church
 - Leveraging scholarship dollars for tuition reduction
 - Salary hold
- Marketing -
 - Partnering with First Children's Finance
 - Podcast
 - Virtual storytime - record videos of reading books to kids
 - Blog - cooking, art, physical education ideas to do at home

- Paying for Winnie’s advertising service from October-November, then going to cancel for a few months- they handle our Google and FB ads, plus we get a prominent spot on their website
 - Follow-up to gather performance metrics
- Made some suggested changes to Google Business page- had to re-verify page, which took a week :(
- Children’s cookbook
 - Julia to track recipes

Fundraiser Committee Update: (7:50-8:20 p.m.)

- Submitted application to receive donations directly through Facebook
 - Application currently being reviewed, will get response in 2-3 weeks
- Give to the Max Day - November 19th
 - Registration currently pending
 - Replace silent auction link with our GiveMN page on Monarch’s website
 - Give to the Max Day website: <https://www.givemn.org/giving-events/gtmd20>
 - MMS’s page: <https://www.givemn.org/organization/Monarch-Montessori-School>
 - Strategize how to publicize our participation for Give to the Max Day
- GivingTuesday is a global day of generosity that will take place on December 1, 2020
 - How Nonprofits Can Participate in GivingTuesday
 - **Share good news stories.** Both from your organization and other stories that inspire you. Check out GivingTuesday’s social channels for examples. Showcase all the good happening in your community.
 - **Collaborate with other organizations** to host a PPE drive, a holiday food drive for your community, or a virtual festival for your community members to learn about all the organizations’ missions.
 - Donate food to Merrick Food Bank?
 - **Thank your supporters.** Host a thank-a-thon or add to a donor wall.
 - Why Monarch? Get picture
 - **24 hours of gratitude.** Post once an hour about things your organization is grateful for.
 - From children
 - **Amplify others.** Fundraise for another organization, create a Facebook album to share your partners’ work.
 - **Go live.** Share how your organization has been participating and how it has positively impacted your community!
 - Video content
 - Video of children saying “thank you”
 - **Fundraise for your organization.** You can use any digital fundraising tools you like! You can even use your existing donate button.
- **Our Next Steps**

- o Register as a participating organization with GivingTuesday
- o Build a social media campaign and content
- o Reach out to other organizations (through the church, other schools?) to participate and share each others content

Giving Tuesday (December 1, 2020)

Montessori Education Week (February 21 through February 27, 2021)

P2P Virtual Challenge (steps, books read, etc.)

Strategic Planning (8:20-8:50 p.m.)

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> -Board of Directors - staff -classroom/facility -fundraising -flexibility to adapt quickly -ability to plan ahead -wide range of expertise on the board -well-defined pedagogy- very attractive to some families - Passionate, experienced lead teacher - Scholarship funds available - Mission to make education accessible to all - Montessori program and tools - Small class sizes - Various programs, enrollment options - Diversity of student population - Flexible assistant teacher 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> -Low enrollment - -new, unknown to families -newness of the organization -cost of program can be prohibitive to some families -staff less experienced in setting up internal infrastructure, such as tax prep and bookkeeping -well-defined pedagogy- won't appeal to all families - Small social media audience - Lack of substitute teachers
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> -Partnering with Gustavus Adolphus and Merrick -Parent Aware Rating and Think Small Scholarships -Better Search Optimization on Google -Community partnerships -Connecting with ECFE educators - Leverage parents, board, former co-workers for referrals -Cookbook! 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> - Covid/school closure - Continued low enrollment - Low sub/staff contingencies -Other schools / early childhood centers / daycares also not at full capacity (aka competition seems potentially higher right now) - -General uncertainty makes planning difficult - Changing needs of parents (Co-Vid) - Economy and job availability for parents - MN Government restrictions, regulations

Virtual read-aloud

Action Items:

- *All - Looking for someone to help research grants for piano, teaching materials*
- *All - Volunteers needed for bathroom painting and classroom cleanup; Reach out to Julia*
- *Review [employment contract](#) for Julia*
- *All - Consider how you can contribute to marketing, fundraising*
- *All - Reach out to Julia with names for any potential substitute teachers*
- *All - blog and video content (Maria to edit written copy, Julie can help with video editing)*
- *Julia - Following up with Winnie on monthly performance of paid ads*
- *Julie - Working on Give MN page, content, plan*
- *Chris - if/then analysis on potential school closures due to COVID-19*
- *Chris - Budget proposal*
- *Julia - Track content, recipe ideas for cookbook*
- *Julie - Followup with Julia on paid advertising strategy*

Thank you everyone for getting your background checks submitted before the 10/21 deadline!!

Future Meeting: *Tuesday, December 8th, 2020*