

Monarch Montessori Board Meeting Agenda

Date of Meeting: December 8th, 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.)

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

- Chris' Powerpoint

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

Financial

- Public Health Funds for Child Care
 - We were awarded funds, but in order to receive them we need to re-submit our license application with an updated address.
 - I'm unsure how much the amount will be.
- Enrolled in Parent Aware January cohort
 - Should be able to start accepting Think Small Scholarships between June and September
 - Orientation scheduled for December 23rd- will know more at that time
 - Going for four stars in order to receive the highest amount for scholarship funds

Classroom

- Held first conferences
- Bathroom done?!?
 - Thank you to all who volunteered! Apologies for the shifting timeline
 - Show photos of completed bathroom
- Enrollment
 - We have five children enrolled and one tutee
 - Currently one tour scheduled for tomorrow
- Marketing -
 - THANK YOU, Julie, for consulting on marketing!!
 - Increased monthly spending with an emphasis on digital ads (mostly Google, but also some Facebook and Instagram)
 - Increased and regular social posting and blogging
 - Virtual storytime - record videos of reading books to kids
 - Blog - cooking, art, physical education ideas to do at home
 - Action item: in a week or so, reconvene to review performance data and evaluate our current strategy
 - **Get reviews on Google- current and former families**

Volunteer opportunities: hanging pictures, finishing touches

Fundraiser Committee Update: (7:50-8:00 p.m.)

- Give to the Max Day - November 19th - raised \$216

Montessori Education Week (February 21 through February 27, 2021)
 P2P Virtual Challenge (steps, books read, etc.)

Planning for Next School Year (8:00-8:30 p.m.)

Tuition for 2021-2022

- Should we adjust tuition or keep it constant?
- See [powerpoint](#)

Marketing to new families

- Video tour of classroom
- Virtual open house on Facebook?
- Virtual choice fairs
- Virtual tour video?
- Signage?
 - Research banner rules
- Refundable enrollment fee? (if notify by a certain date?)

<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 	<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) -

for referrals -Cookbook!	-General uncertainty makes planning difficult - Changing needs of parents (Co-Vid) - Economy and job availability for parents - MN Government restrictions, regulations
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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*

Future Meeting: *January 5th, 2021*