

BCACS School Board Meeting Minutes

Tuesday, August 24, 2021

Attendees:		
Patrick Downey	Cathy Erskine	Abbie Brennan
Ed Bauman	Vicky Groat	Ann Gallagher
Sara Myers	Katie Reed	
Absent:		
Jon Galbreath	Abby Lumbard	
Andy Yockey	Father Chris	
Jim Miller	Nicole Stevens	

The Board met at St. Joseph Middle School
 Meeting on Tuesday, August 24, 2021 started at 5:30pm, called to order by Pat Downey
 Opening Prayer: Father Chris

Approval of Minutes

- No minutes since May meeting

Administration Report

Elementary and Preschool

- Laura Bandlow has been hired to teach art at St. Joseph Elementary and Middle School
- Recess has been added back into our student’s daily schedule
- Facing challenges in obtaining substitute teachers. The Marketing Committee will support efforts to recruit and retain reliable substitutes, possibly looking to BCACS alumnus as potential subs
- NWEA testing begins. K/1/2 will use I-pads and 3-5 will use Chromebooks
- Hot lunch through Lakeview schools will be free of charge for all students this school year

Middle School

- NWEA testing begins for middle school students
- Volleyball, Cross Country and Football have begun
- Hot lunch through Lakeview schools will be free of charge for all students this year

High School

- High school enrollment has increased by 15 students for this school year.
- A junior varsity volleyball team has been added this year
- High school athletics have begun
- Hot lunch through Battle Creek Public schools will be free of charge for all students this year

Technology Report

- Dr. Yockey, technology chair, will help to resolve technology issues
- Paul Downey, technology specialist, will provide support



BCACS School Board Meeting Minutes

Tuesday, August 24, 2021

Finance:

- Two school buses were purchased. Recent inspection went well. Bus 1 passed the inspection and Bus 2 only needs minor adjustments. Once complete, it will pass as well.
- E-rate will provide around \$65,000 for technology updates. The BCACS Foundation will provide additional funds needed.
- The annual budget began with a deficit, however PPP loans have balanced the current budget, with cash reserves totaling \$418,000.
- We anticipate a budget deficit for the 2021-2022 school year so cash reserves are being held to cover shortfall
- Ongoing discussions are taking place to address consistent financial levels of support needed in order to maintain a balanced budget for the future.

Marketing and Communication

Communications

- Based on recent communications from families regarding COVID policies and procedures, a focus group will be created, made up of interested parents, staff and board members.
- We will also invite parents to provide feedback through surveys

Marketing Goals for 2021.2022

Committee will meet on September 8, 2021 to determine (up to) five goals to be realized this school year.

Past discussion/goals included:

- How to provide support for a high school mentor program with upperclassmen supporting freshmen.
(Also preschool through 8th)
- Determine if our brand is BCACS or each individual school
- Make sure we are telling our story so that the value is clear

Applications for Enrollment

A quick data check from 94 applicants who completed applications for enrollment for this school year indicated that they learned about our schools from the following sources:

- Neighbor-1 family
- Social Media-1 family
- Word of Mouth-11 families
- Parish-11 families
- Website-15 families
- Current Family-55 families

Summer Marketing

Concrete results from the postcard mailing which over 2,500 sent mid-July were not as hoped. Google analytics indicated that there was not much increased traffic directly from the QR code on the postcards-with 43 visits to the page connected to the code. Direct visits to the bcacs.org landing page from mid-July through August was just over 6,500.

BCACS School Board Meeting Minutes

Tuesday, August 24, 2021

Action Items

- BCACS Advisory Board By-Laws-will be reviewed
- Officers-President, Vice President, Treasurer, Secretary roles to be discussed, determined and voted on in September
- New Members-additional members to join BCACS Advisory Board. Those interested should talk to Pat Downey.
- Committees-Additional members are needed in Finance, Communication and Marketing, Technology, Policy/by-laws

Meeting was adjourned at 7:30pm

Next meeting: Tuesday, September 21st, 2021
Location TBD