

Bellevue Christian School Board Meeting Minutes
6:00 pm, Thursday, April 19, 2018
LRC

Board Members Present: Diane Apol, Rich Begert, David Burnett, Ruth Burnett, Bill Cox, Kelly Curran, Kevin Dunning, Roxanne Kidd, Scott Lampe, Kirsten Miller, Steve Sirich, Brock Weedman

Board Members Absent:

Staff Members Present: Mark DeJonge, Carolyn Goodwin, Sharon Jessup, Jennifer Smith, Kirk Utzinger, Juliann Phillips, Ann Kats, Brenda Fournier

Guests: Jack Foley – Branding, Josh Betts, Kim Jewett, Joel Ulstein

Call to Order: Ruth Burnett called the meeting to order at 6:00

1. Devotions:

Rich Begert gave the devotion from *Friends of Sinners* – Rich Wilkerson Jr, and Matthew 9.

2. Minutes: Motion was made to approve the minutes of the March 15, 2018 Board Meeting.
Motion Passed

3. Reports

Jennifer Smith – Mack Elementary

Jennifer gave an update from her first year as Principal at Mack. Enrollment is at 201, 212 have permission to reenroll. Preschool numbers are up. She talked about the Jog a Thon and new equipment they acquired. The plan is to repaint the outside of the building this summer, have the parking lot restriped and some new carpet installed. Several staff positions will be open– Eileen who teaches art is leaving. She will be replaced by a fulltime teacher for both Mack and Three Points. Mary Pearson is moving to China so we need to hire a full day Kindergarten teacher. Second grade enrollment will be closed at 20. Both 6th grade teachers are leaving. Carol Durst is leaving BCS and Jessica Ahnert will be taking a new position.

Documents presented: none

Mark DeJonge – Athletics

There are 143 High School students participating in sports this spring. That is around a third of the student body. We can have 60 or 70 coaching spots over the course of a year. There are many more teachers and staff teaching sports. We have five or six teams doing well in spring sports. We are building relationships in the area as we use different fields, churches, etc.

Documents presented: report

Carolyn Goodwin and Jack Foley – Branding

Carolyn gave a rundown on our marketing and communications process and how we strive to “Tell the Story”.

- Strategy – pivoting from printed to digital marketing to people actively looking for a Christian school in this area.
- Targeting families and alumni.
- 4 main priorities – admissions, alumni, events, fundraising
- Telling the BCS story – through implementing a new BCS branding

Jack Foley – Ovus Ater - Branding

Jack gave an overview of his perception of how we can change our branding strategy for increased enrollment and enhanced retention.

Documents presented: Power Point

Following discussion, a **Motion was made** to accept the new branding plan with the budget of \$75,000.

Motion Passed.

Kevin Dunning – Superintendent Highlights

Daniel Rogers was hired to be the chaplain/spiritual life coordinator and will also do some coaching.

3 Points’ Campus Conversation had about 60 in attendance. It went well and there were a few pointed questions.

#12 of the Operational Plan needs to be addressed hopefully by the first of next school year.

Documents presented: Report

Friday’s Signature Event was cancelled because the numbers were low.

Facilities –

Through September, there are many meetings and processes to go through for the City of Clyde Hill including an open house for the community.

Documents presented: none

Capital Campaign –

The plan is to approach the Board and senior staff by the end of May. We need funds in place to begin building by June 2019. John Norman has been a huge asset to this entire process.

Documents presented: none

4. Administrative Recommendations –

Kevin mentioned they would like to give the staff a bonus gift at the end of the school year much like they do at Christmas.

5. Meeting Adjourned: Motion was made to adjourn.

Motion Passed. Adjournment was at 8:36

Upcoming dates:

May 4 & 5th – Signature Event – 6-10 each night

May 17, 5:00 p.m. – Corporation Meeting and Board Meeting

Respectfully submitted,

Sharon Jessup on behalf of Rich Begert, Secretary

Ruth Burnett, President