

**Woodlands School
Board of Trustees Meeting**

Our Mission

“Creating the character of the community through diverse education.”

Our Vision

“The best of what urban education can be.”

Minutes

February 25, 2016 – APPROVED

Attending:	<p>Officers: Chair – Loretta Cephus – Y Vice Chair – Sue Bay – Y Treasurer – Catherine Wittig - Y Secretary – Matt O’Neill - Y Ex-Officio – Maureen Sullivan, Executive Director/Principal; Patty Rogers, Principal, Woodlands Bluemound</p> <p>Trustees: Acevedo, Rafael – N Coby-Beaver, Jacqueline - Y Caruso, Carolyn – Y Griffin, Dennis - N Hartwig-Rahmani, Brenda – Y Newell, Dr. Markeda - Y Richardson, Peter - Y Schultz, Jason - Y Sheka, Lynn – N</p> <p>Guests: Dozens of interested faculty and parents; Michelle Scott</p>
1. Approval of 2014-2015 990 Tax Return	<p>Prior to the meeting, Michelle Scott circulated the 2014-2015 school year 990 Tax Return, prepared by our new accountants, Walkowicz, Boczkievicz & Co. At the meeting Michelle reported on the 990, and provided complete revenue figures. Year-end showed small deficit of \$15,708 for the year.</p> <p>MOTION by Peter Richardson to approve 2014-2015 990 Tax Return prepared by Walkowicz, Boczkievicz & Co., motion seconded by Jacqueline Coby-Beaver, motion approved unanimously.</p>

2. Finance Committee Update

Finance Chair Catherine Wittig provided details of the Finance Committee's 2/18/16 meeting. The Committee reviewed the Walkowicz, Boczkiewicz proposal to perform audit for the current year and next 2 years. Catherine went through the history of their retention, and the difficult circumstances in which they began their work. The Finance Committee and the Board are pleased with performance, and recommend retaining them for next three years. The proposal sets forth audit fees per year ranging from \$15,000 - \$18,000 per year.

Maureen Sullivan explained the process that led to the change in auditors. Loretta Cephus went over need to occasionally change auditors for a fresh look.

MOTION by Matt O'Neill to approve the retention of Walkowicz, Boczkiewicz & Co. for three years, second by Sue Bay, motion approved unanimously.

Catherine Wittig explained the Finance Committee's ongoing discussions with Infiniti regarding our compliance with the Affordable Care Act ("ACA"). We will need to consider whether we can comply without contribution to health care costs for Teacher's Assistants. Infiniti discussed the rules for "affordability testing." Requires that we ensure costs for employees do not exceed 9.5% of household income. Catherine distributed a memo explaining the testing and certain "safe harbors" that are available.

The next Finance Committee meeting is March 21, 2016 to get ready to review financials at the next meeting. Loretta discussed our need to get back on top of financial statements as we head into budgeting for next year.

Business Office Update. Michelle Scott went over financial figures, including current accounts receivable; book and tech fees - unpaid = 22% for Bluemound and 41% for State Street; K4 afternoon fees under \$1,500 each; Michelle went over the current Accounts Receivable for extension at each campus - State St. is twice the level of Bluemound.

The accounts payable are now up to date. Michelle is currently working through the reconciliation of bank statements; completed through 1/31/16. Bluemound checking is completed through the end of September, State Street through the end of November. New

	<p>payroll starts April 1, 2016, and we do anticipate there will be some transition issues.</p> <p>Michelle discussed our audit deadlines, and confirmed we have schedule in place with the new audit firm.</p>
<p>3. Fund Development & Marketing Committee Update</p>	<p>Carolyn Caruso presented the committee’s report. Our Message Map has been finalized, and they are moving to the next steps in our Facebook page management efforts. Mitch Hartman gave an overview of usage policy for Facebook; we are being more careful and thoughtful, working to keep the postings equal between both campuses; Mitch explained the basic process to send to liaison and then the content manager for each campus; then send to Kim for posting. Goal is to have more cohesive messaging.</p> <p>Redesign of Woodlands letterhead and envelopes. We are using the same person to design letterhead who did the pamphlet. Next item in early March will be an appeal letter. We are creating a database, which currently includes over 500 names. The appeal letter will go to the complete list, with a soft ask. This is in advance of our 80th Anniversary, which we will be treating as the big deal that it is.</p> <p>Carolyn circulated the Message Map created with the help of Lisa Antonito. Carolyn explained the process that went into the Message Map. Content developed from our “brand architecture.” We can now use the Message Map as guidance for all of our fund raising efforts, which will keep our message consistent. Carolyn encouraged all to use the map to hone their “elevator speech” about Woodlands. This is the key groundwork for our fund raising platform.</p> <p>Kathy Simonis asked that the Message Map be presented in person to the staff, not just dropped in an email.</p> <p>A Woodlands parent also asked about the presentation to parents. The Board agreed we can do this at PTO, mug club and the annual meeting. Jonathan West asked if consultant is providing us with a brand package; Carolyn will follow up on that.</p>
<p>4. Strategic Planning</p>	<p>Loretta Cephus went over the ongoing Strategic Planning process for the 2016–2019 school years. The key elements of the strategic planning are:</p> <p>Communication</p>

	<p>Long-Term Sustainability Academic Performance Organizational Leadership</p> <p>The Steering Committee includes:</p> <p><u>Board Members</u> Sue Bay - suembay@gmail.com Peter Richardson - peterrichardson@northwesternmutual.com Jason Schultz - jasonjschultz@gmail.com Loretta Cephus - drinkardi@aol.com</p> <p><u>Staff Members</u> Shirley Hubbard - shirley.hubbard@woodlands-school.org Cindy Zielinski - cynthia.zielinski@woodlands-school.org Amy Chandler - amy.chandler@woodlands-school.org</p> <p><u>Community Members</u> Paul Haubrich - UWM Max Schuette - TNTP - max.schuette@tntp.org Paul Sackmann - Park Bank - PaulS@parkbankonline.com Sister M. Joan - srjoan@schsrsmmary.org</p> <p>Loretta explained how the strategic planning is designed to fit into our charter process with UWM. Loretta referred folks to the Adrian Wood presentation from our August 20, 2015 board meeting.</p> <p>The first strategic planning meeting already took place. The steering committee brainstormed for 2.5 hours on the key topics, with “homework” assigned to complete SWOT (strengths, weaknesses, opportunities, threats) analyses. Will be defining strategic goals to reach over the three-year period. Next meeting is scheduled for Feb. 29, 2016 at PAVE. Tentative date for meeting with parent stakeholders is April 28, 2016 at Bluemound (Joan F. will confirm).</p>
<p>5. Succession Planning</p>	<p>The Executive committee has selected the search firm of Jonas, Walters & Associates. A letter was sent to PAVE and request that they assist with the cost of the search firm up to 90% of the cost, with school being responsible for 10%. Loretta circulated documentation relating to the Jonas, Walters & Associates firm.</p> <p>Loretta will be starting the process tomorrow, working with Jonas Walters towards an initial outreach effort to gather information and the views of stakeholders. A letter will be going out giving formal notice of Maureen Sullivan’s retirement and upcoming transition. Loretta is also working on a directed survey for the parents, and for</p>

staff.

Sue Bay asked about the process to be employed by Jonas Walters. Loretta explained the Executive Committee will meet with Bill Walters to set expectations and establish the timeframe. Loretta has already provided him with a lot of background information. The job description previously developed by the Board is but a starting point; we expect the consultant to also incorporate the expectations of the two Woodlands schools and communities. Jonas Walters gives a one-year guarantee and has 98% record of 5+ years. Loretta discussed generally how the search process will proceed: sending out an announcement; active searching; review of applicants; background checks; interviews; narrowing; and selection.

Mary Perzyk asked whether Jonas Walters has worked with schools in the past. Loretta said yes, their non-profit experience included schools.

Jonathan West confirmed Jonas Walters is well-known for manufacturing executive searches, and was surprised to see them in this context; he would like to see examples of their non-profit and schools. Loretta said she can provide that, and added that Spano-Pratt, which has a greater background with non-profits, declined the opportunity to be involved. Jonathan asked if we have a hard stop date for Maureen (answered yes, June 30, 2016); is there and interim plan (yes there is).

A Woodlands teacher asked if we have anyone in mind for an interim position, if needed. Loretta answered we do not, at this point. The teacher noted that she reports to Maureen, and so is interested in how that might be handled. Matt O'Neill acknowledged that if the process slows, we will need to put an interim plan in place, and select an interim executive director and State Street Principal.

Kathy Simonis asked why the Spano-Pratt firm declined. Loretta said because they concluded it will be a very small pool of candidates, and we already have a number of applications.

Michael Pointer-Mace asked if there will be an opportunity for staff to provide feedback on the job description before it is given to the search firm. Loretta said the job description has already been approved by the Board, prior to opening of State Street. Maureen described process that we went through 5 years ago when we created

the new school and Maureen's new position added Patty Rogers as principal of Bluemound.

Michael Pointer-Mace asked if we are looking for one person to act as both Executive Director and Principal, or two new people. Matt O'Neill explained the Board decision-making process that led to just looking for one person, based on our budgetary realities.

Jonathan West asked if we end up selecting an internal candidate to replace Maureen, will we then use the search firm to look for a new principal. The Board answered that we will cross that bridge if we come to it; at the moment that is an unknown. Loretta explained that Jonas Walters is looking for the right leadership person, not a principal; it seems most likely we would in that situation find the principal internally.

Prior to the meeting, a large contingent of Woodlands staff submitted a signed letter to the Board regarding their views of the succession planning process. At the meeting, several staff members explained what went into their letter to the Board, and how it reflects concerns they had after reading the cold minutes from prior Board meetings. Sue Bay thanked staff for the letter. Mitch Hartman said the comments at the meeting have clarified some things for staff regarding the flexibility that the Board has in approaching the transition. Michael Pointer Mace added his own opinion stressing the importance that State Street have a full-time, dedicated principal, rather than a person also concerned with running the entire Woodlands institution.

One teacher commented about how refreshing Woodlands is as an institution and workplace, and how we should make sure we guard the spirit of Woodlands during the transition process. The teachers love having a voice, and have concern that this could change based upon who we hire.

Kathy Simonis added some background about what led to the letter, after she went and talked to staff after her work with Workforce Development. Markeda Newell reiterated that the Board is on the same page with staff, and hears them loud and clear and wants to fully include them in the process.

Mr. Charbeneau asked if the Board is considering that we are coming up on spring contract time, in April. The Board acknowledged that is

	<p>something we need to be aware of, and thanked him for the reminder. Loretta said Jonas Walters is aware of our time constraints.</p> <p>Finally, Ms. Schneider reminded the Board about how the school went after and hired Maureen Sullivan with particular zeal, which has led in large part to the staff's continued devotion to Woodlands.</p> <p>The Board thanked all of the staff and parents for their attendance and input on this important process.</p>
5. Adjourn	<p>Motion to adjourn by Sue Bay, second by Peter Richardson, motion passed unanimously.</p>

Prepared by: Matt O'Neill