

- 3) Two starting points would be refurbishing the PPSEL logo, and also creating a logo for CREW, which she says captures many of the positive and standout qualities of this school.
- 4) Other basic starting points for successful promotion include a collection of success stories, the creation of a professional quality video/videos about PPSEL, and updated brochures and fact pages for public and other professionals.
- 5) Commitments:
 - a) For a successful marketing campaign, all community messages/communication should funnel through one person. Ideally, this would be a staff member who liaisons with Appearances.
 - b) The minimum budget for starting any campaign with Appearances would be \$3000. It is possible that we could receive services *pro bono*, yet that 10% of Appearances capacity is currently allotted to other organizations
- 6) The signs of a successful marketing and promotion campaign would include:
 - a) heightened reputation, increased name recognition, and ultimately a deep waiting list of students who want to attend the school.
- 7) The next step in working with Appearances would be to schedule a focus session with Appearances for the purpose of 'honing the school's message.'

3.2 Status of school ADA, MAP testing etc. (JE)(15 min)

ADA is at 95%, with enrollment at 166. The budget was prepared assuming an enrollment of 165 at 93% ADA.

JE reviews his procedure when a student changes schools and leaves PPSEL. JE reviews development of Teacher Evaluation system: 33% must be tied to student achievement. JE has identified the MAP test scores as the instrument to be used to measure this criteria

4. Announcements (5 mins)

4.1 Prepare for work on 3000 series in policy handbook (BG, JE)

The 3000 series are student policies, including discipline, which are very important to have codified so that the school is implementing policies that reflect its values and priorities, not those of the Moscow School District from which the current 3000 series policies were derived.

5. Approval of minutes (10 minutes)

5.1 Approve minutes from 10/27/2014

https://docs.google.com/a/palouseprairieschool.org/document/d/14B7j6WeI0TURuGfAyUluu5hkNgJBxGQ9RM5Ky-4um5w/edit?usp=drive_web

DB moves to approve minutes as presented. AB seconds. Unanimous 'in favor'

6. Public Comment Period (limit 15 minutes)*no public comment received.*

7. Action Items (50 minutes)

7.1 Consent Agenda

7.1.A. Calendar change for PPSEL school calendar - change teacher work day from Jan 23 to Jan 30, 2015 to match change by MSD.

GL moves to approve calendar change as stated. CB seconds the motion. Unanimous 'in favor.'

7.2 Review proposal to increase enrollment in 3rd grade to 25 students (exceeding 24 student cap) through advancement of two 2nd grade students.

Action=approve increase in 3rd grade class (15 mins)

JE discusses the problems of advancing students mid-year.

- there is no established criteria for advancement mid year
- there should be a cut off date for advancement before the school year is far underway (perhaps October 31st?)

JE recommends that no board action be taken until the co-directors can present a policy to the board for approval which will establish criteria for advancement.

No board action taken. JE will forward draft policy to board members in time for them to review it before the board's December 2014 meeting.

7.3 Review procedure for Directors mid-year reviews. Review past practice and discuss preferred procedure for this year. (BG)

BG recommends that full Charlotte-Danielson rubric be used only once per year, due to its magnitude, for the final end of year review. BG suggests that the board conduct two surveys, informed by the survey questions used for co-Director reviews last year: a Parent/Guardian survey, and a Staff survey.

BG charges board members with submitting 2 questions for each Director's mid-year Review to BG via email by Friday 11/21/14.

7.4 Review of long term facilities needs and options - brief review of work to date exploring long term facilities solutions. Agreement on timeline for reaching a decision regarding renewal/change of current lease agreement. BG recommends facilities plan be made by Jan 2015

Meeting adjourned at 8 pm.

2013-2014 Board of Directors

Brian Gardner, Chair, term expires 2017

Della Bayly, term expires 2016

Sarah Deming, Treasurer, term expires 2015

Amy Ball, Vice Chair, term expires 2015

Palouse Prairie Board Meeting

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Greg Larson, Secretary, term expires 2016

Jessica Long, term expires 2017

Carole Bogden, term expires 2017