

The Lerner Jewish Community Day School
Regular Board Meeting
November 19, 2019
6:35pm-9pm

School Mission: We are committed to achieving the highest standards of academic excellence, fostering learning of Jewish values, culture and traditions, while building a diverse and caring community... One Child at a Time

All members present but for Dori Steinberg & Jared Goldstein. Tal Wittle and Eric Stultz also in attendance.

Meeting begins – Members spent time commemorating the passing of Lerner parent Grace Marion by sharing beloved stories in her memory.

Approval of October regular and special meeting minutes – Richard Ellman motions, Matt Slotkin seconds, motion passes.

Reaccreditation Summary – The Lerner school recently underwent a reaccreditation process by the Southern Association of Independent Schools (SAIS). SAIS unanimously approved that Lerner be reaccredited. The team was extremely positive and supportive of Lerner's present and future path, to include celebrating our strong staff, faculty, and administration team. The team believed that Lerner embodies its mission, to include related to education, fundraising, and community. The team provided fruitful suggestions such as to find a seamless way to blend the preschool and elementary school together, to highlight the rockstar teachers, to pay attention to the way that our building presents the school, and to better market the school.

Head of School Report – The Board will need to replace one or two HVAC units that will cost \$10,000 sometime in the next month. Interviews with possible new 4th grade teachers underway. The teachers all attended the North Carolina Association of Independent Schools Educators Conference on 10/18. There are 16 school tours scheduled for December, 10 applications are in for next year, possibly 13 siblings entering the preschool, possible that 15 pre-k students will attend kindergarten next year. The admissions process now includes trying to connect out of state families with Lerner parents. VIP day received a very positive response regarding both the presentation and the classroom visits. Lerner was able to raise \$3000. Hot lunch program was rolled out with a good profit for the month.

Overview of financial dashboard presented by Eric. The dashboard has changed to better demonstrate the Chai 5 society 5-year giving totals.

Marketing and Outreach Plan presented by Beth – **Ongoing partnership** with the Jewish Federation of D-CH. **Outreach** to 5 rabbi/rabbi families in our greater community. **Outreach** to the mayor of Durham who spent time speaking with the Kindergarten, and recruitment in Raleigh & synagogues. **Internal Marketing** by way of our hot lunch program, afterschool program at the JCC, changes to staffing to align with Lerner education philosophies, family shabbat dinners, relationship with Parents Association redefined, launch of dessert & supper

club, better social media use, HOS accessibility. **Marketing** includes taking into consideration demographics of NC, Jewish population, and expected rate of growth. **Recruitment Cycle** explained as critical to enrollment. **External Marketing** includes new messaging to include Growing Up the Lerner Way. **Admissions Marketing** to include print, social media, website redesign, digital footprint and digital ads, as well as attending and presenting community events. **Development Marketing** = relationship building. **Development Events** plan for the upcoming year to include Casino Night, An Evening of Art, and others.

Executive Session – Motion to include Beth Null & Eric Stultz, Evelina Moulder motions, Jeremy Browner seconds, motion passes.

Meeting adjourns.