

**Minutes of the Regular Meeting of the Board of Directors of Austin International School
September 18, 2018; 6:30 pm
Adelphi Campus**

Board Members Present:

Amy Brown, Michael Haberman, Holly Johnson, Suman Mallick, Stacey McDougal, Marie Musalem, Claudio Occhipinti, April O'Quinn, Ricardo Sanchez (late), Francois Waelbroeck, Jacques Weber

Absent: Nathan Yang

Quorum: Yes

Visitors: PTO Board members, Rana Turman, Andrea Tenbrink, Mike Carper, Mike Cook, Ms. Emily

Resources: Jacques Weber, Head of School; April O'Quinn, COO – projected PowerPoint slides

Meeting of the AIS Board of Directors was called to order at 6:33 pm.

PUBLIC SESSION

- I. Open Proceedings –Public Session
 - Announcements
 - Would like meeting minutes from previous meeting and the current agenda on Slack by Friday before the meeting.

- II. PTO Update – 10 mins from Rana Turman
 - “Date Night” on Oct. 20
 - Bake sale additions of fruit (seasonal) and chouquettes (parent made and donated)
 - Rana will attend the next staff mtg to discuss the Parent/Teacher Potluck to be hosted by the McDougal family.
 - “Did you know?” month on FB
 - Continual work on making FB page “closed” to current families only
 - Ideas process
 - Celine Swicegood is currently recruiting and working on translation needs of the website
 - Andrea and Mike Cook is working on budget approval. Hoping to have a net 7K of revenue at the EOY. Continued push on Amazon Smile
 - Thais Ruiz is working on room parent needs
 - Goldyn Dauphin oversees uniform exchange
 - Still outstanding is new swag and potential for sponsor adds
 - JW publicly Thanks PTO for their hard work and efforts thus far.

- III. HOS/ COO Report: *See JACQUES slides for additional details and Friday Flash for school dates*
 - JW:
 - Events and Activity Slides
 - New Parents Night – 8/23, very well attended
 - Back to School Night – 8:30, started and stopped on time!
 - MAP testing – begins 9/17 (GS and up)
 - Very efficient due to upgraded tech
 - Would like to publish the previous results on webpage.
 - Board Comm. Meeting slide (April)
 - Committee mtg. schedule – draft (see slide)
 - Slack, under #masterschedule
 - ISAS self-study Comm. (slide)
 - DAS
 - School committee will all meet
 - Esther will email committee heads the DAS

- Separate email to the whole community
 - Work needs to be done before Dec., so committee mtgs may need to shift to accommodate ISAS (April)
 - Claudio – ISAS goal of completion?
 - Early Dec.
 - Suman – is the program committee of approx. 21 people to large?
 - Amy – wants to be certain that there is adequate stake holder representation on each committee
- Homologation (all day, every day)
 - French accreditation (slide)
 - Tons of documents on google drive
 - MLF to facilitate (give feedback; what the French gov. wants to see)
 - April – lots of this info can be utilized for ISAS and other accreditations
 - Amy – lots of gaps in the past; thanks to the current team for getting it done
 - JW- Audrey is instrumental in delegation
 - Stacey – when all is well and done, would like middle school to admin DELF (B1)
 - JW - Yes
 - 1st degree accreditation
 - Teachers on detachment w/ middle school accreditation
 - April – when do we find out if we get the accreditation?
 - JW – next year (last for 5 years)
- Safety and Security
 - Thanks to Angie Morgan!
 - Window covers are prepped for a 9/22 install
 - Hoses delivered and cut (temporary measure until door locks are resolved)
 - Thanks to Taylor Selden!
 - Quotes
 - Locks are very pricey ~\$10.8K
 - There may be a possibility for a French government grant
 - Awaiting additional camera install quotes

IV. Enrollment: April

- Enrollment (slides)
 - Some movement since last month
 - 182 (lost 3, gained 2)
 - Actual - 181
 - Zip code pie chart
 - Rana - would like this slide for PTO purposes
 - Ricardo – shows school is not a location-based school, which means people really want to be at the school, positive nod to school
 - Claudio – where are new families? April to get that data
 - Mike – for new families, what is their “why?” for choosing AIS? April – doesn’t have that data compiled yet but has been doing more French advertising and in the French language.
 - 20 differ zips for 1% of students
 - Helps with marketing and advertising
 - Busing idea options
 - Stacey – getting a bus might bring families back (?). Will provide an old zip code chart to April
 - Family Demographic (slide) - JW
 - high French national and/or part French this year
 - AIS on the Map (graphic slide)
 - 44 country representation (so big for our small school)
 - Stacey – put this graphic on website; useful

- V. Finance Update - April (See slides)
 - Blue is actual, Green is projected
 - Income is 21K over on revenue
 - Expenses has a 73K saving
 - Projecting 97K at EOY
 - Amy – last years per family give was ~\$1062/family
 - Goal was ~\$715/family; Success!
- VI. Communications Update - Jacques
 - Upcoming Events
 - Middle School Night
 - AGFAS – 9/28
 - 30 participants (last year – 23)
 - 25 schools
 - Provides for networking
 - Resource for AIS (comparing #'s and stats with participants)
 - Ramped up recommendations
 - Hosting and participating in events like AGFAS, hosting teachers in training shows the school and its teachers being leaders; aids in broader strategic plan
 - Picture Day (more kickback to school from this photographer)
 - Fall Break Camp – Día de los Muertos theme
 - Working on Kendra Scott fundraiser at the end of Oct.
 - State of School – Oct. 25th
 - Launch of Annual Report
 - Student forms due – 10/1, students will not return to school until forms in place
 - Auditing has been very strict.
- VII. Committee Updates – Amy
 - Advancement (Holly and April)
 - First meeting of the school year, 9/13
 - April stated that Annual Fund role out w/ state of school
 - Preliminary Gala talk
 - April did a lot of background work on venues, new downtown library is top of the list
 - Stacey has a potential lead on a place to solicit, stated that other schools are already making the rounds of soliciting. Holly stated that our asks gets underway in November, once things are more solidified.
 - Marketing (Amy)
 - Comprises of Amy, Jessica Mateo-Smith, Stacey, and April
 - Amy would like to see more parental involvement
 - Social posts
 - Social posts
 - Hoot suite
 - Follow up phone calls
 - Signup.com (Amy will set up)
 - Suman – call from parents to potential families would be very beneficial
 - Focusing on big companies with big presences, close to school (Domain area)
 - HomeAway, Schwaub, Dell, UT, Amazon, St. David, Seton, Samsung, Google, NI (Nathan)
 - ID where we have in's /connections
 - Handout new pamphlet's and other materials
 - Divide and conqueror to set meetings
 - Ricardo – Gemalto?
 - April - While once was a big supporter of the school, they have since restructured their giving and are no longer big donors


- Mike – UT, new faculty orientation involvement?
 - Holly – shares example of a new hire orientation, could AIS be involved in this capacity? Establish a relationship with companies HR, an AIS spokesperson would then give a 5-10 min overview of our school and what it has to offer families.
- Marie – maybe investigate relocation agencies and immigration attorneys.
 - April does get some lists from realtors
- Audit/Finance (Claudio)
 - At first meeting of the school year:
 - Establish a plan for the year
 - Maybe utilize another audit company
 - Marie – to change might not be very beneficial at this time
 - Amy – could road map it for the future
 - Suman – huge undertaking right now, considering all that is going on with accreditation

VIII. Open Comments from the Public:

- Rana
 - i. Forms due are for the calendar year
 - ii. Would be willing to help promote the school
 - iii. Website could be more appealing, in her opinion (example, NYOS website)
 1. JW – while maybe not so striking, it is very functional
 - a. Theresa Pundance (*exact spelling of name may not be entirely accurate), filmed interviews for the schools' use.

Open session completes at 8:15pm

Approved on: Oct 28, 2018

Signed: 
Board Secretary