

Minutes of the Regular Meeting of the Board of Directors of Austin International School
March 28, 2018; 6:30 pm
Adelphi Campus

Board Members Present:

Kate McCarthy, Stacey McDougal, Claudio Occhipinti, Francois Waelbroeck, Holly Johnson, Nathan Yang, Kathleen Baireuther, Marie Musalem (6:35), Ricardo Sanchez (6:43)

Absent: Amy Brown, Ann Idiart

Quorum: Yes

Visitors: none

Resources: Jacque Weber, Head of School; April O'Quinn, COO

The agenda having been circulated prior to the meeting, the regularly scheduled meeting of the AIS Board of Directors was called to order at 6:30 pm.

PUBLIC SESSION

- I. Open Proceedings – Public Session
 - Vote and approval on Minutes (Feb Open Session). Approved unanimous.
 - Reminder: June 2nd is set as the off-site Board retreat
 - PTO Conference on AIS Tuition corrections and finances
 - Other information sessions coming
 - Parents have to come to MAP session to get child's scores and understand.

- II. HOS/ COO Report: *See JACQUES slides for additional details and Friday Flash for school dates*
 - CM2 children arrived in France safely. All is going well so far.
 - Enrollment:
 - currently at 191, reviewed breakdown, 6e at 6 enrollments
 - discussed attrition; we need to stop attrition from non-moving families
 - April went over recruitment events
 - Advertisement review; community impact papers (rotating)
 - Reviewed Open House numbers; some high/some low/ also doing individuals
 - Early bird almost up; 76 current enrollment forms completed for 18-19 and ramping quickly after Spring Break is now over. (up to 81 during the evening)
 - 22 net new students enrolling (good enrollment), but 7 are leaving from CM1 to CM2.
 - Elementary losing students and it's having \$ impact (Board)
 - New student administration funnel- we should also ask/seek how Magellan progressed
 - ACE+Magellan+AIS for sports and other might be good idea. Jacques explore. Kate has info from ACE she can share.
 - Charter School is trying to come to teach TEKS in French. Jacques find out more on April 5th.
 - Homologation/ Consulate –Jacques is in touch

III. Finance Update

- January/ YTD and number on monthly dashboard
- Income 424.3 slightly over budget and expenses slightly over budget
- Net cash flow (Jan) is positive; Ricardo ask if it's sustainable? Yes, for 17/18, but not for 18/19 unless keep enrollment up.
- Marketing and enrollment will be a main topic at June offsite.

IV. Marketing update

- April /COO training on: social media, SEO, Digital Marketing April 3-4
- Hootsuite a possibility to use for Social Media aggregation and content strategy (\$20/month)
- Marketing a hot topic to continue to gain visibility and net new enrollment

V. Other

- Hiring; Jacques is interviewing for next year. 9 people interviewed
- Still looking/open to more substitute teachers
- FIS and Upcoming events:
 - Safety procedures
 - May 25th professional development day (SWAT teaching)
 - MAP; reminder parents must come to session to get test results
 - April 10th class pics
 - April 17th PTO meeting with nominations, and a May vote. Need more PTO leadership, volunteers, and integration
 - April 18th Board Meeting
 - April 19th Family Social
- Committees – no updates

Open session ending at 7:42pm

Signed 