



The Community Roots School Board Meeting

Tuesday, Jan. 24th, 2022 6:30 p.m.
229 Eureka Ave. Silverton

Agenda

1. Call meeting to order – Sarah
2. Reading of Community Roots School Mission Statement
–Jackie (6:30)
*Rooted in our local community, we learn in an authentic Montessori environment,
growing as conscientious and joyful learners, inspired to lead in the world community.*
- Consent Agenda (6:35)
 - Approve December Meeting Minute Corrections
 - Approve Jan. 10th Meeting Minutes
- Audience with Visitors (Audience members may make comments to the board on any topic) (6:40)
- Administrator Report – Christen Kelly (6:50-6:55)
- Committee reports (Fundraising, Finance, Facilities) (6:55-7:05)
- Discussion Items and Actions (7:05-8:30)
 - School Restructuring
 - Discussion
 - Action
 - Marketing
 - Discussion
 - Action
 - Reserves
 - Discussion
 - Action
 - Strategic Plan
 - Discussion

VISITORS: Meetings of the school board are for the members to conduct official school business. All meetings are open to the public, except executive sessions, which may be called according to Oregon law. Members of the public desiring to address the board are asked to contact the administrator at least one week in advance of the meeting. Large groups are asked to designate a primary spokesperson.



The Community Roots School Board Meeting

**Dec 6, 2022
Draft Minutes**

Staff: Christen

Board Members: Matt, Jane, Virginia, Sarah, Jackie

Consent agenda: amend November minutes - 5-0 approves

Audience with Visitors: Parent teacher conferences are all finished up, we ended the wreath sale with great success. Aaron W. visitor did not have any key points he wanted to bring up.

Administrator Report: Leadership team meeting happened last week with discussions on how to be more sustainable as a school. 3 new students starting in January (Kindergarten, 2nd grader, and 1st grader). High School choir will come out on Friday to sing for the school. Completed vision screenings and star testing. We will add a January 10th board meeting.

Implementing a marketing plan, Virginia, Matt and Bryna met on Sunday to speak about marketing and how to possibly put an official committee together.

Fundraising: Wreath/Poinsettia sale, wreath workshop and Giving Tuesday - over \$11k raised. Sarah is working on a possible grant for \$50k, possible social/emotional skill workshop.

Facilities: Problem with vehicles using Grange parking lot as a turn around. Working on getting a school sign on the road. Getting quotes and labor for carpets. Scheduling a floor cleaning over the break.

Finance: Current enrollment is not sustainable. Good news is that we do get paid based on the consistency of our enrollment numbers, so if we go from 94 to 112 at the beginning of next year we will get paid based on the new total. Reserves are \$280k. In February, new ADM rate will be released so we will know a lot more about how much we will be paid.

School Structure Discussion: Middle School is overly staffed and 10 students is not sustainable - 15 is break even. Board has to submit a budget before we know our exact numbers for last year. Charter cap for enrollment is 140 but we are limited by our facilities as well.

The Community Roots School Board Meeting

Dec 14, 2022
Draft Minutes

Staff: Christen

Board Members: Matt, Jane, Virginia, Sarah, Jackie

The meeting began with Christen reviewing all the data that has been collected, both historically, and through current avenues (community survey and outreach, individual conversations between Board members and Leadership

Team members, financial projections, enrollment data, and budget considerations.

In this review and discussion, some items that were addressed include:

Christen mentioned, in closing the Middle School program, would that bring us closer to strategic plan goals? Yes - clear steps could be mapped out for equitable district pay and health benefits for all staff.

Virginia discussed results of the middle school survey results - in restructuring the school to have a 6-8 program, how would that meet the developmental needs of the students, and given survey results, would we have enough students retained to make that a viable option? It does not meet developmental needs of the children, we likely will still lose students to SMS, however some survey results were in favor of this option.

Board discussed the sustainability of the Middle School for another year or two, would it be financially viable between years 2-4? This is not likely based on the data we collected via survey and financial projections.

Christen notated that in closing the Middle School program, our target enrollment number needs to be greater than 96 students; target number to enroll is 25-30 new students for 2023/23 school year.

Board also discussed - What is the plan for marketing and outreach? Do we have a budget for this? A discussion about a 0-Budget marketing plan and support from parent volunteers - still ongoing.

The Board requested several **action items** that they still would like to conduct & consider including:

Virginia to connect with Ginnie for a conversation

Christen to write a letter to the Grange to inform them of the discussions we are having surrounding the middle school program (will be sent out the week of Dec 19th).

Christen to provide staff with communication plans.



The Community Roots School Board Meeting

Jan 10th, 2023

Draft Minutes

Staff: Michelle, Christen, Bridgett, Alyssa, Hilary, Andreas

Board Members: Jackie, Jane, Virginia, Sarah, Jackie

Consent Agenda: December minutes will be approved next month

Audience w/ Visitors: Beth Myers-Shenai, Linda Daffern, Michael Turner, Ellen Pennell, Sarah Case, Melissa Wagoner, Danielle Heinzman-Baker, Brianna Wolterman-Baker.

Alyssa Burge – as a staff member helped create the program for the middle school. Thanked Bridgett, asked to pull out any stop gap funding, and try and recruit more for our enrollment. Targeting Kinder and upper elementary enrollment. Sped support should be focused on for the middle school. Alyssa shared a letter from a past CRS family and they shared how important and valuable the MS was to her.

Melissa Wagoner – has had her daughter go through the program and has been an amazing experience for there kids. Willing to do what it takes to volunteer.

Beth Myers-Shenai – Had 2 adult kids that went through public school system and one through CRS at the moment. Bridgett has done so much as a role model for her youngest kid going through the adolescent program. On board with doing anything we can to save the MS.

Ellen Pennell – daughter is in meadowlark class, new to the area and is very concerned about what they would do without the MS. Her daughter has flourished greatly and attributes that directly to CRS. Willing to volunteer and do whatever is needed to keep the MS.

Administrator Report: 4 new students enrolled. Business team talked about how CRS is not in compliance with ACA. Budget and finances – due to fundraising from auction CRS able to create the staff room and setting up library. Annual Auction is set for May 13th.

Fundraising: Draft classroom job description with leadership and PTO to get classroom parents. Secured a grant for Wise Mind and working on another \$50k grant. More volunteers PTO.

Finance: Carry over funds and asking for confirmation if they are going to stay with the school and discussed a marketing budget and also the restructuring study sheets. **Action** to come up with a reserve policy.

Facilities: Committee did not meet in December and nothing to report.

Strategic Planning Session: Christen and Sarah presented the board's revised strategic plan and spoke about the leadership team.

School Restructuring: Board needs to set the recruitment/enrollment numbers by Feb. for budget. Discussed difficulties for Upper El teacher turnover. Board and leadership team are focusing on that and trying to stabilize that program. We want to be able to invest in the foundation of who we are. Board discussed how each of them felt towards making a decision about the Middle school program. Historical data and overall. Consistent messaging when getting things out to the parents about the ultimate decision of the middle school.

Action item: Virginia motions to approve to schedule an additional board meeting in 2 weeks. Jackie seconds. Jan 24th. Board in favor.

Marketing discussion will be bumped to next meeting.



The Community Roots School January 24, 2023 Administrator Report

Enrollment:

- Current: 94 students enrolled.

1. Enrollment

- a. Space still available in K and grades 4-8

2. District Communication

- a. Christen obtained forms from our insurance provider and is in process of signing up the classroom assistants to receive health insurance benefits (medical and dental) for the period Feb 1 – Sept 30 2023 as a newly eligible group.

3. Educational Accountability & School News

- a. CogAt screenings will have been completed for 7th and 6th grade students, 1st and 4th grade screenings are ongoing.
- b. First Round of SIA reporting is due on January 31st.
- c. CRS to submit a plan to ODE by March 15th regarding increasing group participation rates for state testing.
- d. Students are in the process of planting native plants in the outdoor garden and campus. Plants were purchased with the Whole Foods/Whole Kids grant.
- e. Department of Fish and Wildlife worked with Upper Elementary students on fish dissection as an extension of their biology lessons.

4. Budget & Finances

- a. Drafts for the 5 year budget and next years budget have begun. To be presented to Finance Committee and Board in upcoming months.

5. Community& Fundraising

- a. Excellent turnout for this month's PTO meeting – 15 participants.

Scope of Work



Communication and Marketing Plan Development RFP

Introduction:

The Community Roots School (CRS) seeks an experienced communications and marketing consultant to develop and lead implementation of a marketing plan.

As part of our recent strategic plan refresh, we've identified increased school visibility, recruitment, and communication as key priorities. We are seeking a communications and marketing professional or team to assist a small team of CRS staff with telling our story and engaging our community.

Organization Background:

Goal:

Updated key messages and resources that elevate our unique value proposition to help us communicate and achieve our mission.

Our mission: Rooted in our local community, we learn in an authentic Montessori environment, growing as conscientious and joyful learners, inspired to lead in the world community.

Objectives

- Develop a holistic marketing plan that includes strategies for social media, advertising, recruitment, and community engagement
- Increase public awareness, understanding, and support for our school.
- Increase parent engagement
- Develop an annual calendar for internal and external communication
- Elevate awareness about 2023/24 the enrollment opportunity.
- Reach new and diverse audiences in our region.

Scope of Work:

An updated strategic plan provides the opportunity to revitalize the organization's identity with new marketing strategies, positioning the organization for future success. CRS is seeking a partner with

experience in public relations and marketing. The consultant will facilitate the discussion and decisions relating to marketing strategies and positioning and finalize a marketing (media, advertising, and social) plan.

1. Strategy
 - a. Advise CRS leadership on strategies to promote the school and build community engagement. Our current communications tools include the school's website, ParentSquare, social media accounts, in-person, and occasional direct messaging.
 - b. Finalize a marketing plan to include but not limited to an advertising, sponsorship, and social media strategy.
2. Messaging
 - a. Develop core messaging to utilize across media
 - b. Develop stories to illustrate our unique value proposition, highlighting areas of focus and knowledge/leadership: public Montessori education, equity and inclusion, outdoor program, whole-child approach
 - c. Develop messaging to solicit sponsorships from regional businesses
3. Visual Communication
 - a. Develop templates and collateral for our website, newsletters, and marketing material
 - b. Generate branded products (brochure, materials, PR, etc) for events.
4. Website & Social Media
 - a. Advice on the organization of CRS website and how to increase SEO
 - b. Updated narrative in select subject areas
 - c. Plan and execute social media strategy

Selection Process

This RFP was released on ABC. We would like to have all proposals by 6 p.m. January X. We will interview finalists the week of January X and choose a firm by ABC.

Proposals must be submitted in a .pdf format and emailed to ABC with "CRS Marketing RFP" in the subject line by 6 p.m. January X.

Please include the following items in your proposal:

- Capabilities
 - Tell us about what roles are on your team and your organizational structure
 - What services you offer
 - Your specialties
 - Your general project "philosophy"
- Team
 - Tell us about how you will staff this project (subcontractors OK)
 - Provide bios for team members that would be working on this project and the amount of time they have been with your company
- Process
 - Please share a process overview of how you would imagine going about this project
 - Please outline any systems you would utilize to organize or execute this project
- Project Considerations
 - Please share any early creative or strategic thoughts on how you may approach some of

the themes and issues outlined in this RFP

- Budget & Timeline
 - Please outline your estimated budget and timeline for this project
 - Include information on your approach to project budgets - flat fee vs. time and materials, etc.,
 - Please speak to how you manage unforeseen time or cost overages, change orders, or schedule extensions
- Experience
 - Share relevant experience and successful project examples
 - Any references we may contact
- DEI Commitment
 - Please describe how your organization has demonstrated its commitment to internal diversity, equity, and inclusion practices

The selection committee will score each Proposal based on responses to the criteria above. The result of this total score will be used to rank Proposers.

The RFP also requires reference information from your agency. The selection committee will utilize this information and any other independently obtained references that can provide background on your agency. This information will not be separately scored, but results obtained from these and/or other reference checks will be used in evaluating and scoring in the other criteria and in the final ranking.

In addition, RFP response will be used in preparation for interviews of the finalists. Agencies chosen to participate in the interviews may be asked to respond to additional questions designed to clarify and/or expand on their Proposals. Interviews will include a presentation period for the Proposers to highlight their original Proposal as well as respond to additional questions or information requested in advance by the selection committee, and then a separate Q&A session. After all of the interviews/discussions are completed, the selection committee will select the successful Proposer by, once again (rescore), ranking the interviewed Proposers based on all information received, presented, found, and heard.

Selection criteria

We will select the person or firm who best demonstrates they understand our needs and shows they have the skills and experience to meet those needs within a reasonable budget through evaluation of:

- The Proposers' responses to questions contained in this document;
- Information obtained during an interview of the Proposers by the selection committee; and
- The results of discussions with the Proposers' references and others.

Other Considerations

- Confidentiality // We understand the potentially confidential nature of the information within proposals as they relate to previous client strategies, employees, etc. This information will be kept private within CRS and only used to evaluate RFP responses for this project. Outside of naming the selected agency, we will share no other information regarding candidates or their proposals.

- Equal Opportunity // CRS extends equal opportunity to all persons and specifically encourages minority and women-owned businesses to submit proposals in response to this RFP.

- Subcontractors // Please describe your proposed use of subcontractors.
- Terms // CRS will negotiate contract terms upon selection. The project is awarded upon signing an agreement or contract, which outlines terms, scope, budget, and other necessary items.

Selection Timeline

- Send any questions regarding this RFP to ABC
- Friday, January X, 2023, by 5 pm PST:
 - Proposals due in PDF format to ABC
- January X - X, 2023: Follow-up interviews with finalists
- X, 2023: Award contract, begin work