



Board of Directors Meeting
Monday, February 28, 2022 5:00-7:00pm
ZOOM Video Conference

Board Members Present

Alicia Caldwell
Pam Horiszny
Ed Likovich
Margaret-Ann Burness
Shannon Saviers
Emily Cervantes
Jeannie Posthumus
Frank Rowe
Collinus Newsome
Lisa Ali
Jamaica Burke
Deidi Sanchez

Board Members Absent

Brittany Stich
Jen Holladay
Adam Burrows
Trina Maull

GALS Staff

Carol Bowar
Carrie Donovan
Leah Bock

**Finance Consulting Organization
Rep**

Joanna Jasmine

- I. Meeting called to order at 5:03pm
- II. There is no public comment
- III. Approval of the minutes from January meeting are motioned, seconded, and approved
- IV. School Update – Donovan/Leah/Carol
 - Shifting of teachers/responsibilities due to changes in staffing
 - Prolonged affect of COVID has impacted ability to execute Academic Plan fully, focus on student needs
 - Retrenching given the current environment to support academic and mental health needs while working toward academic goals established at beginning of the academic year
 - Survey results supported continuing with masking requirements through March 11
- V. ED Update - Organizational Goals for FY 22 Check in - Carol
 - Fundraising Update and Luncheon Celebration
 - Exceeded fundraising goal for 2022 luncheon!
 - Behind on foundation funding, but expect to catch up
 - In total, running on plan
 - Board Dashboard Check in:
 - Update: Round 1 results were lower than goal in both MS and HS – moved from yellow to red
 - Projections indicate we will remain flat into next year – moved from yellow to green
 - Fundraising moved from yellow to green as a result of strong luncheon results
 - Wellness Check in:
 - Students (and teachers) continuing to require additional mental health support
 - Academic support team in high demand as well
 - Universally, schools are seeing similar trend; doing our best to support the students and faculty in this year of recovery



VI. EID Committee – Carol

- This month’s deep dive: External Dimensions of Diversity – Cultural/Work Style Ways of being

VII. Finance Committee – Pam

- On track for the time of the year – no issues to report
- Board approved additional \$150K which remains available – Carol is projecting that additional funds may not be needed
- Carol reviewed for the board % of budget by category:
 - Salaries & Benefits – 72%
 - Mandatory – 21%
 - Some Flex/Flexible – 9%
- Carol/team continue to work on FY 23 using 3 scenarios (flat, growth, ideal) based on key driver: student population; will have additional clarity once Round 2 is complete

VIII. Sustainability Committee Update

- Brand Refresh!
 - Philosophy Communications and Margaret-Ann Burness supported our billboard designs, which led to the review GALS brand to address potential perceived barriers for enrollment/retention:
 - “Athletic” – do you need to be an athlete
 - GALS is a private school
 - What IS GALS?



- Outcome:
 - Retain the equity in the school mark (and that of the other schools along with GALS, Inc.) that we’ve built over the last 12 years
 - Downplay “athletic”
 - Clearly position the school as a public and all-girls school
 - Add the prestige of “only”
- THANK YOU to Margaret-Ann and Philosophy Communications
- Reputation Study Kicked off! Consisting of 2 methodologies:
 - #1: Perform in-depth of 10-12 families—in-kind donation from mindsight™ - How families choose, perceptions of GALS, strength/delta of GALS
 - #2: Broader survey by ML Strategies to gain insight into characteristics in determining schools, values, GALS Concept
 - Cost: \$4,200 – expect results Mid to late April
- Update on Enrollment Numbers:
 - Although we did not reach our Round 1 goal, we are running generally on par with last year.
 - Continue to push to reach budget or ideal goal in Round 2 by using tactics:
 - Two Billboards(up until space is sold)
 - Geo-targeted digital ads to target zip codes
 - Bus Stop Ads
 - Social Media Ads and campaigns
 - Targeted Text Campaigns
 - Targeted display video ads via RootEd
 - Continued info sessions and shadows
 - Family to Family Grassroots outreach
 - Yard Signs



IX. Governance Committee Update

- Board Vote: To fill open role of 2021-2022 Vice Chair, Jen Holladay received vote to serve for the remainder of term; Shannon Saviers voted in as 2021-2022 Secretary.
- Board Succession Planning:
 - Objective: build bench strength for a steady stream of talent for board leadership roles:
 - Promote diversity of thought through rotational leadership roles
 - Build next level leaders to strengthen board
 - Create a natural evolution of officers: Chair, Vice Chair, Treasurer, Secretary
- Board Retreat Agenda: Focus on Sustainability and Governance:
 - Early thinking for comment/suggestions from board
- Discussion of in-person meeting schedule:
 - April Retreat will be IN PERSON
 - Recommendation was to return to in-person Board Meetings every other meeting starting in June; there will be no virtual options for in-person meetings due to the challenging AV requirements

X. The meeting was adjourned at 7:05.