APPROVED

rootedschool

# Rooted School - Washington

# Minutes

## Rooted School Vancouver Board Meeting

**Date and Time**
Tuesday April 29, 2025 at 6:00 PM

**Location**
**In Person Location:**
10401 NE Fourth Plain Blvd, Suite 201,
Vancouver, WA 98662

**Remote Option:**
Join Zoom Meeting
https://us06web.zoom.us/j/88295264427?pwd=aHlZREJDTTR3ejNjNXd4WTV6bGVNQT09
Meeting ID: 882 9526 4427
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One tap mobile
+12532158782,,88295264427#,,,,*591944# US (Tacoma)
+12532050468,,88295264427#,,,,*591944# US Dial by your location
+1 253 215 8782 US (Tacoma) +1 253 205 0468 US +1 669 444 9171 US
+1 669 900 6833 US (San Jose) +1 719 359 4580 US +1 346 248 7799 US (Houston)
+1 360 209 5623 US +1 386 347 5053 US +1 507 473 4847 US +1 564 217 2000 US
+1 646 931 3860 US +1 689 278 1000 US +1 929 205 6099 US (New York)
+1 301 715 8592 US (Washington DC) +1 305 224 1968 US +1 309 205 3325 US
• +1 312 626 6799 US (Chicago)

**Directors Present**
A. Davis (remote), A. Duncan, A. Mason, L. White (remote), N. Chen, R. Johnson, T. Foster

**Directors Absent**

*None*

**Guests Present**
E. ALLEN, S. Carney

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## I. Opening Items

### A. Call the Meeting to Order

A. Mason called a meeting of the board of directors of Rooted School - Washington to order on Tuesday Apr 29, 2025 at 6:04 PM.

### B. Record Attendance

## II. Approval of Minutes

### A. A. Approve Minutes from March 25, 2025 Rooted School Vancouver Regular Board Meeting

R. Johnson made a motion to approve the minutes from March 25, 2025 Rooted School Vancouver Board Meeting on 03-25-25.
T. Foster seconded the motion.
The board **VOTED** unanimously to approve the motion.

### B. A. Approve Minutes from April 8, 2025 Rooted School Vancouver Special Board Meeting

R. Johnson made a motion to approve the minutes from Special Board Meeting on 04-08-25.
T. Foster seconded the motion.
The board **VOTED** unanimously to approve the motion.

## III. Communications

### A. Welcome Community Members

The Board Chair welcomed all community members and attendees to the meeting. Attendees present in the room and joining via Zoom were acknowledged. It was noted that some members would be arriving late.

### B. Initial Public Comment

The Board Chair opened the initial public comment period, explaining the rules in accordance with the Family Educational Rights and Privacy Act (FERPA). It was emphasized that individuals should refrain from using specific names of students, staff, or

administrators due to public record requirements. The Chair invited comments but no public comment was made during this period.

## IV. REPORTS, REQUESTS, AND COMMENTS BY BOARD MEMBERS

### A. Reports, Requests, and Comments by Board Members

The Board Chair provided an update regarding the board-approved appointment of Klarissa Hightower. It was announced that Klarissa declined the position due to concerns over the required F-1 financial disclosure process. The Chair emphasized her continued interest in supporting Rooted School Vancouver in other capacities and invited board members to share recommendations for potential board candidates, particularly individuals with expertise in finance, law, or education.
No additional reports, requests, or comments were offered by other board members.

## V. Consent Agenda

### A. Approval of Financial Disbursements and Payroll as Audited and Certified per RCW Regulations

R. Johnson made a motion to approve the consent agenda.
A. Davis seconded the motion.
*The following payments as audited and certified by the auditing officer, as required by RCW 42.24.080, and those expense reimbursements claims certified, as required by RCW 42.24.090, are approved for payment. In addition, payroll payments in the amount of $60,814.34 are also approved.*

***General Fund***
***Accounts Payable***
*Total electronic payments totaling $109,215.11 and*
*Check numbers N/A totaling $0*

***Non-AP Cash Disbursements***
*Total electronic payments totaling $5,222.43 and*
*Manual checks N/A totaling $0*

***Payroll***
*Total electronic payments totaling $60,814.34 and*
*Payroll check numbers N/A totaling $0*
The board **VOTED** unanimously to approve the motion.

### B. Accept the Resignation of Kaylynn Hanset

The Board accepted the resignation of Kaylynn Hanset with appreciation for her service to Rooted School Vancouver.
R. Johnson made a motion to approve the consent agenda.

A. Davis seconded the motion.
The board **VOTED** unanimously to approve the motion.

### C. Approval. of Community and Recruitment Liaison Contract – Eduardo Torres

The Board accepted the resignation of Kaylynn Hanset with appreciation for her service to Rooted School Vancouver.
R. Johnson made a motion to approve the consent agenda.
A. Davis seconded the motion.
The board **VOTED** unanimously to approve the motion.

## VI. BOARD INFORMATION/DISCUSSION ITEMS

### A. Financial Update

Steven Carney presented the financial update for March 2025. Key highlights included:

- **Revenue:** The school has received approximately 53% of its total annual revenue. Title I funds totaling $28,000 were received, which were not previously budgeted, helping to offset a minor deficit caused by lower-than-expected enrollment (52 students).
- **Expenditures:** The school remains under budget in most categories, with a strong emphasis on controlling costs. Additional targeted spending was encouraged, particularly in student recruitment, to ensure alignment with strategic goals.
- **Cash Flow:** The school maintains 112 days of cash on hand, exceeding the 60-day target, demonstrating strong liquidity.
- **Budget Execution:** Staff were encouraged to utilize allocated funds to avoid a significant budget surplus that may hinder planning and funding in future periods.

There were no questions from the Board. The financial position was noted as stable and strategically managed, with special attention needed on increasing enrollment to align revenue with budget projections.

### B. Reports to the Board

Student representatives provided updates on recent school initiatives and student engagement efforts. Highlights included:

- Implementation of morning announcements using the school’s emergency speaker system, which has increased communication and community feel among students.
- The creation of a student-managed library and a request for board members to donate high school or college-level books, especially those that have been banned in other districts.

- Planning of several student activities aimed at boosting morale and energy as the school year nears its end, such as themed spirit weeks, movie nights, and end-of-year celebrations.

The board commended the student leadership for their creativity and initiative. Board members discussed contributing books and supporting upcoming student events.

The student report was received positively, with board members offering encouragement and expressing appreciation for the students' engagement in improving school culture.

**Operations Report**
Angie, Interim Director of Operations, presented updates covering staffing, compliance, enrollment, and family engagement initiatives:

- **New Hires**:
  Eduardo Torres was introduced as the newly hired Community Engagement Specialist, focused on recruitment and enrollment. Chelsea, a certified teacher, was also hired as a temporary paraeducator for the remainder of the school year. She is slated to begin a full-time teaching role in the fall.
- **Compliance**:
  All required F-1 financial disclosures were officially submitted, marking an important compliance milestone. Angie acknowledged and thanked the board for their timely cooperation in completing this requirement.
- **Enrollment and Recruitment**:
  Current enrollment stands at 52 students, with a goal of securing 50–60 new applications for the next school year. The team is actively working to confirm pending applications and increase visibility in the community. Angie and Eduardo are coordinating multiple outreach events, canvassing efforts, and incentive programs such as a student referral ice cream social to boost enrollment.
- **Community Engagement and Events**:
  The team has compiled a detailed calendar of upcoming events, including Black Student and Family Night, Juneteenth, the Hazel Dell Parade, and a Multicultural Resource Fair. Angie emphasized the need for board member participation and asked for support with volunteer coordination and donations, particularly for a community Lotería Night aimed at strengthening neighborhood ties.
- **Marketing and Visibility**:
  Social media engagement strategies are being reworked to include more personalized, community-facing content. Eduardo is organizing a media day to record short promotional videos with students, staff, and board members to boost visibility and recruitment impact.

Board members expressed appreciation for the proactive outreach and asked clarifying questions about how they could contribute to the recruitment push. No formal board action was taken on this item.
**Executive Director's Report**

Executive Director Steven Carney provided a brief but strategic overview, focused on the school's financial standing, compliance, and strategic priorities:

- **Financial Management**:
  Steven noted that Rooted School Vancouver remains under budget in most major categories. While this reflects strong fiscal discipline, staff are being encouraged to utilize allocated resources, particularly in support of student recruitment and enrichment.
- **Revenue and Budget Adjustments**:
  The school recently received $28,000 in unbudgeted Title I funds, which will help offset deficits caused by lower-than-expected enrollment. Additional end-of-year investments are anticipated to further improve the financial outlook.
- **Days Cash on Hand**:
  The school maintains 112 days of cash on hand, well above the 60-day target. This provides a strong cushion and reflects prudent financial stewardship.

**Strategic Focus**:
Steven emphasized the urgency of addressing enrollment challenges and invited board members to take an active role in recruitment and community engagement. He reiterated the school's commitment to transparency, innovation, and student-centered operations.

### C. Who Do You Know? – Donor Engagement Activity

Eddie Allen from City Northwest Fundraising led the board in a strategic donor engagement activity titled "Who Do You Know?" The purpose of the session was to identify and leverage the personal and professional networks of board members to support Rooted School Vancouver's fundraising efforts.

Key highlights:

- **Development as a Team Sport**: Eddie emphasized the importance of collective involvement in development and fundraising, explaining that sustainable fundraising stems from shared responsibility and relationship-building.
- **Donor Mapping Exercise**: Board members were asked to review a list of local donors who support education but have not yet donated to Rooted. The goal was to identify potential connections and begin building a donor pipeline.
- **Digital and Social Reach**: Eddie encouraged the board to consider both financial donors and those who can amplify Rooted's message through social media and peer-to-peer engagement, especially in preparation for the "Give More 24" campaign.
- **Next Steps**: Board members were tasked with reviewing the donor list offline and updating a shared document with known contacts or potential introductions. Emphasis was placed on protecting donor privacy during public meetings, so future engagement with the list will be handled outside of recorded sessions.

- **Tool Introduction**: Zeffy, a donor relationship management platform, was introduced as the database to track and manage donor outreach and relationships.

Board members discussed challenges and opportunities related to donor identification and agreed to continue this engagement effort as an ongoing part of board development strategy. No formal board action was taken.

## D. Family Engagement and Recruitment Plan

**Presenter:** Angie, Interim Director of Operations
**Summary:** Angie provided an overview of Rooted School Vancouver's current family engagement and student recruitment efforts. She shared updated enrollment data, highlighting a need to secure at least 35 additional applications for the upcoming school year, with a target of 50–60 to ensure adequate enrollment due to potential attrition.

**Key Points:**

- **Enrollment Status:** 16 confirmed 9th-grade applications; additional recruitment needed across all grades.
- **Event Calendar:** Reviewed upcoming outreach events, including Black Student & Family Night, Juneteenth, Pride, Hazel Dell Parade, and more.
- **Board Engagement:** Board members were encouraged to sign up for volunteer shifts and support outreach events. Several members, including Nikki and Lisa, confirmed participation.
- **Creative Outreach:** Discussed strategies such as an ice cream social referral event, TikTok and Instagram campaigns featuring board and student voices, and community canvassing with door hangers.
- **Donations and Incentives:** Requested board support for raffle item donations for Lotería Night. Board discussed legal limitations on raffles and aligned on entry-based incentives.
- **Community Partnerships:** Board asked to contribute suggestions for organizations or locations to distribute marketing materials.
- **Follow-Up:** Angie will share updated materials and coordinate scheduling for the social media campaign and canvassing event.

**Board Response:** Board members expressed support and committed to contributing to event efforts and donor engagement. Suggestions were made to improve outreach, including targeting local churches, barbershops, and teen-focused programs.

**Action Items:**

- Angie to update and distribute the outreach event calendar with times.

- Board members to sign up for events and suggest locations for canvassing.
- Angie to organize and schedule the Bring-a-Friend referral event and social media campaign.

### E. Launch of the Growth Committee

Steven Carney formally announced the establishment of the Growth Committee as a standing committee of the Board. The committee will focus on strategic planning, expansion opportunities, long-term enrollment strategies, and strengthening Rooted School Vancouver's sustainability.

**Key Points:**

- **Purpose:** To lead efforts related to organizational growth, including student recruitment, program expansion, and potential facility development.
- **Membership:** Tyrone has been appointed as Committee Chair. Nikki and Rihanna will serve as committee members.
- **Next Steps:** The Growth Committee will begin meeting regularly to review strategic goals and identify actionable growth initiatives aligned with Rooted School Vancouver's mission and long-term plans.
- **Coordination:** Steven will convene a meeting with all committee chairs to outline expectations and support use of Board On Track for committee operations.

**Board Discussion:** Members expressed enthusiasm for the committee's potential to drive long-term impact. The importance of aligning growth plans with financial forecasts, staffing capacity, and community needs was emphasized.

**Action Items:**
Steven to schedule an initial committee meeting and coordinate with Board On Track. Growth Committee members to review relevant data and begin developing a strategic roadmap.

## VII. Committee Reports to the Board

### A. Finance / Fund Development Committee Report

The Finance and Fund Development Committee presented updates reflecting Rooted School Vancouver's current financial standing and fundraising progress.

**Finance Highlights:**

- March payroll totaled approximately $60,814.
- Cash reserves remain stable with a strong days-cash-on-hand metric of 126 days.
- While several categories are under budget, increased investments are being made in student recruitment and engagement.

- Additional Title I funds were received, which were not originally budgeted, helping offset lower-than-expected revenue due to enrollment shortfalls.

**Fund Development Highlights:**

- The “Give More 24” campaign preparation is underway with a goal of $50,000, incorporating matching gifts and peer-to-peer strategies.
- A recurring giving campaign, “Invest in Futures,” launched in March.
- Engagement through LinkedIn and other digital platforms is expanding, highlighting student stories and program impact.
- Collaboration with Pacific Northwest Fundraising (PNWF) continues, with strategies focused on donor segmentation, improved data management, and storytelling.
- Fundraising infrastructure improvements include the use of Zeffy for donor management.

**Next Steps:**

- Committee members encouraged board participation in campaign efforts and community outreach.
- Continued monitoring of financial indicators and adjusting strategies as needed to meet fundraising and budgetary goals.

## VIII. BOARD ACTION ITEMS

### A. Approval of RSV Board Compliance Dashboard for 2024-2025_March

R. Johnson made a motion to approve the Compliance Dashboard for March 2025.
L. White seconded the motion.
The Board reviewed the Compliance Dashboard for March 2025, which included key indicators related to student attendance, reporting deadlines, staff compliance, and policy implementation. Notable challenges were identified in the area of student attendance, with improvement strategies in place.
The board **VOTED** unanimously to approve the motion.

### B. Approval of SAO Audit Exit Review and Findings

T. Foster made a motion to approve the SAO Audit Exit Review and Findings as presented.
A. Davis seconded the motion.
The Board reviewed the final Washington State Auditor’s Office (SAO) Exit Review and Findings for Fiscal Year 2023–2024. The audit concluded with no material findings. The Board acknowledged and appreciated the clean audit results and the diligent work of staff in maintaining financial transparency and compliance.
The board **VOTED** to approve the motion.

## IX. Closing Items

### A. Reminder and Important Dates

The Board was reminded of the upcoming Public Education Beloved Community Initiative (PEBCI) visitation scheduled for June 3, 2025, from 10:30 AM to 3:00 PM. Additionally, the Board retreat originally scheduled for May 17 was postponed. Steven Carney and Adrienne Mullen will coordinate and send a poll to identify a new date, with Friday availability being a preferred option among members.

### B. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 7:48 PM.

Respectfully Submitted,
A. Mason