APPROVED

BEATRICE MAYES INSTITUTE
A WONDERLAND INC. SCHOOL

Beatrice Mayes Institute

Minutes

Regular Board Meeting

Date and Time
Wednesday February 16, 2022 at 6:30 PM

Directors Present
A. Berry, Ed.D., B. Gilbert, G. Thomas, J. Greenberg, J. Keeton, R. Caine

Directors Absent
C. Oliver, D. Roberts

Ex Officio Members Present
C. Mayes

Guests Present
Alecia Burleigh, Allonna Snipes, Beatrice Mayes, Chevon Davis, Medeina Taylor, S. Shahid, Terrance Watts

I. Opening Items

A. Record Attendance and Determine Quorum Present

B. Call the Meeting to Order

J. Greenberg called a meeting of the board of directors of Beatrice Mayes Institute to order on Wednesday Feb 16, 2022 at 6:30 PM.

C. Reading of the Minutes

J. Greenberg made a motion to approve the minutes from December 15, 2021 Regular Board Meeting on 12-15-21.
J. Keeton seconded the motion.
The board **VOTED** to approve the motion.

Roll Call

A. Berry, Ed.D.	Aye
G. Thomas	Aye
J. Keeton	Aye
J. Greenberg	Aye
C. Oliver	Absent
D. Roberts	Absent
R. Caine	Aye
B. Gilbert	Aye

II. Superintendent Updates

A. Organizational Update

No COVID-19 cases as of 2/16/2022
Enrollment 448
Strategic Plan - working through updates
2022-23 Academic Calendar
First day school 8-15-2022
Last day of school 5-26-2023
Holidays - Winter break, Thanksgiving, etc.
Begin planning Academic Calendar of activities
Communications Task Force created to help with calendar communications to keep faculty, staff, contractors and stakeholders informed.

Changing title of position of Senior Administrative Officer to Director of Operations
Growth and projection
Calendar needs to be voted on
Includes bank days
Includes adjustments

HISD has less classroom time

Dr. Berry moved to approve 2022-23
Mrs. Thomas second
Motion approved

III. Strategic Plan Updates

A. Growth and Enrollment

Improving student retention
-Parent engagement from Wonderland Pre K and beyond (Kindergarten enrollment)
-Offering more for new students
-Interactive communication and engagement nights (new parents)
-Teacher driven enrollment strategies (returning students)
-Active listening and improvement plan for retention (returning students)

What is the disconnect?
-Parents state they are not returning due to commute, sibling is graduating, or family is relocating

Possible readjustments we have considered:
-Remind parents they are important via updates and virtual messages.
-Give parents VIP treatment.
-Reaffirm the value and legacy of BMI school.
-Continue to push academic excellence
-Introduce technology friendly procedures
-Sharpen our customer service skills
-Use testimonials and crowdsourced content

How can we be more proactive?
-Keep in contact with all families
-Include former families informed of community events
-Create ongoing engagement opportunities with current and future families
-Automate communications throughout the school year
-Develop segmented list for communications

Enrollment at a glance
-RECAP
  -Projected beginning enrollment -477
  -First day of school ending attendance - 406
  -No shows on first day of school - 71
 What we learned
-Need -4th, 5th and Middle School
-Deficit in Kindergarten and third grade

Current Outlook:
Snapshot Review
• Snapshot Final Number- 462
•Current Enrollment (As of 1/14)- 453
•End of the School Year Goal- 457

What We Know
•Word of Mouth/ Recommendation is our enrollment driver
•Relationship Building- Pain Points shared by parents of students that did not return
•Our Enrollment Period is behind the curve compared to our competitor
•COVID concerns was a significant factor but minor in comparison

2022-2023 Plan

Enrollment Goal
510- Enrolled
510- Waitlist
1020- Stretch Goal (Waitlist)

Strategic Plan
Alignment
Shift and Refocus

Compass Rose Experience
Untraditional Look to Enrollment
A-Ha Moment

Calendar of Events
Intent to Return
New Enrollment
Kindergarten Roundup

IV. Fund Development

A. Capital Campaign Update

$6.25 million raised as of 2/16/2022
Donors include:
Brown Foundation
Joe and Claire Greenberg
Charter School Growth Fund
Fondren

3 grant requests in pipeline
Cullen Foundation has us on the agenda for April
TEA has charter school program grant for $900,000 for facilities
David Weekly Foundation

May - Elkins Foundation

Kaylon Beck is the new Development Associate, alumni of BMI

V. Executive Committee

A. Board members

Mrs. Oliver resigned as Board Vice President
Dr. Berry moved to accept Mrs. Oliver's resignation
Mrs. Thomas second the motion
Motion approved

New nominee for Board Vice President - Billy Gilbert
Dr. Berry moved to accept Billy Gilbert as Board Vice President
Mr. Caine second the motion
Motion approved

VI. Board Discussion

A. Compliance

Compliance and Advocacy
Internet postings of board agenda is required
Names of board members
Board notice needs to post 72 hours in advance of meeting
Conflict disclosure has to be on school website
Superintendent salary has to be on website
Financial audits has to be on website

BoardOnTrack renewal is approaching - $9K is the cost to renew

B. Board Advocacy

VII. Finance

A. Audit Review and Approval

Audit review
Dr. Berry motion to approve audit
James Keeton 2nd the motion
Vote was successfully moved and 2nd

VIII. Closing Items

A. Adjourn Meeting

There being no further business to be transacted, and upon motion duly made, seconded and approved, the meeting was adjourned at 9:14 PM.

Respectfully Submitted,
J. Greenberg