

APPROVED

**BEATRICE MAYES  
INSTITUTE**  
A WONDERLAND INC. SCHOOL

Beatrice Mayes Institute

**Minutes**

Regular Board Meeting

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**Date and Time**

Wednesday February 16, 2022 at 6:30 PM

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**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

**Non Voting Members Present**

C. Mayes

**Guests Present**

Alecia Burleigh, Allonna Snipes, Beatrice Mayes, Chevon Davis, Medaina Taylor, S. Shahid,  
Terrance Watts

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**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

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