Woodward Academy Parent Community

Parent Community Board Meeting Minutes : August 25, 2015

Attendees:

| X Abernathy, Kimberly  | X Masters, Sally  | X Wiggins, Terri  |
| X Anderson, Cristina   | Mednick, Kirsten  | X Wofford, Dori   |
| X Andrews, Rochelle    | X Mercurius, Janelle | X Zelcer, Randi  |
| X Atkins-McDonald, D.  | X Obenshain, Betty |
| X Auffant, Amy         | X O’Neil, Randy   |
| X Bell, Kim            | X Patel, Nilam    | X Gulley, Stuart  |
| X Bowden, Michelle     | X Reak, Laura     | X Spiller, Marcia Prewitt |
| X Clapes, Diane        | X Reamsnyder, LJ  | X Freer, Chris    |
| X Corbin, Karen        | X Tiere, Gretchen  | X Pahl, Lin       |
| X Cottingham, Sarah    | X Roberts, Robbie  | X Patty McIver    |
| X Dunkle, Mia          | X Robinson, LaKesha | X Nija Meyer     |
| X Earwood, Diana       | X Rosenthal, Michelle |
| X Fraser, Rebecca      | X Schifilliti, Sheila |
| X Gorjala, Pramoda     | X Taylor, Teri    |
| X Johnson, Marie       | X Thompson, Suzette |
| X Kahlert, Sue         | X Weiner, Heather  |
| X Kumar, Kumudha       | White, Liz        |

X- Present

Call to Order

Pramoda Gorjala called the meeting to order at 8:31 a.m.

Comments

Dr. Stuart Gulley, President

- Welcomed the Board and thanked volunteers for their service in helping the school. We are looking forward to an exciting new school year.

- 2700 current students on campus, up slightly from the 2014-2015 year.

- Woodward is working with area businesses from Virginia Ave. to I-85 Interchange to continue to make Woodward a center of the community. Flags, signage and umbrellas with the Woodward logo have been welcomed by area businesses, with more wanting to be included!

- There have been vehicle break-ins on Campus. Particular targets seem to be Trucks. Security has been increased and parking lots are being locked during school hours.

- Woodward has 280 inside and outside surveillance cameras on campus for security.

- Athletics starting out well (football, softball, competition cheerleading and volleyball).
Nija Meyer, Director of Strategic Marketing and Communications

- We are excited at the updates and changes we have made to the Woodward Academy community. Because we have a powerful Woodward brand, we wanted to make coming into the area warm and receptive. Based on a Campus Arrival Experience Study we conducted: Starting at Exit 73 (Virginia Ave) we have installed umbrellas at area businesses, banners on Rugby Ave., Madison and Cambridge streets, welcome mats and trash cans all with the Woodward logo.

- Encourage positive word of mouth by sharing your experiences on Greatschools.com and PrivateSchoolReview.com.

- New Student Media Guidelines: Students have all signed waivers for all images to be used for Woodward only. 6th grade and under will only use first name and last initial and 7th grade and up will be allowed to use first and last name.

Web site changes:

- There are many exciting changes to our website! Woodward wanted to make navigation easier for our parents/students and also to entice those looking on websites to determine where to send their students. Statistically, 73% of Parents use websites to determine where to send their students and 1 in 3 use their mobile device or IPAD.

- Our SEO (Search Engine Optimization) has been improved to page 3 to allow quicker access to the website when searching for Private Schools.

- We were shown a tutorial of the new website and the many ways it has improved.

- IT is working on including a Parent Portal that will be a one-stop place for everything. More information to come.

Marcia Prewitt Spiller, Vice President and Dean for Academic Affairs

- We are piloting Haiku Learning system in the Middle School this year. It has had positive reviews from students and parents. Woodward hopes to eventually take it school wide and eliminate the use of Edline.

Introduction of Board Members

- Pramoda asked current Board members to introduce themselves.

Approval of Minutes

- Rochelle Andrews moved to approve minutes for May 13, 2015.

- Properly seconded by Betty Obenshain

- Minutes were approved
Secretary, Kimberly Abernathy

- Please send me all committee and school reports in a Word Document to my email one week prior to our next Board meeting.

Treasurer’s Report - Marie Johnson

- All PC Committees at Large have been funded. School budgets will be finalized and funded when we get official student headcount for the year.
- There will be a quarterly review of expenses for each school and committee to insure all is on track and to make adjustments if needed. Treasurers will receive spreadsheets to fill out as they go along.
- School and Committee Treasurers will meet briefly at the end of the Board Meeting.

Parent Community President’s Report – Pramoda Gorjala

- Welcome to the Board
- College Fair – August 30, 2015 - There will be 270 College reps. A traditional southern luncheon will be hosted by the Office of Academic Affairs.
- The Parent Organization Chart was explained and we were encouraged to refer to Woodward website.
- Went over FAQ handout
- Discussed ways to streamline Parent Communications – Newsletters
  - Send Newsletter out as a link
  - Include Logo on School letters
  - Consistency in communication
  - Give binders on information to your successor
- Monetary collections:
  - As of August 21, 2015, Senior Administration has requested that the Woodward Academy Parent Community implement a policy of not collecting any monetary donations prior to November 1st due to the Woodward Fund Campaign.
  - Cash donations for PC events are discouraged. If cash is accepted, a receipt must be provided. Checks and Eventbrite are both good forms of payment.
  - For other than normal collections, Lin Pahl’s approval is required.
  - Contracts Only: Amounts greater than $500.00 require Pramoda’s verbal approval. Contract amounts greater than $5,000.00 need Pramoda’s co- signature.
- Always wear yellow ID badges on Campus
• Parent Community aprons & tablecloths are being stored at Rochelle Andrews’ home. Please call her a week before you need them.

• Lin Pahl has a key to the storage area and signs are in storage room for events.

• Thank you to the Welcoming Committee and Consignment Shop for a great job.

• New Academy Coffee will be held at Gresham Chapel on the first Wednesday of each month. The next coffee will be September 2, 2015 from 8:00am – 10:30am.

Concessions- Karen Corbin

• We are in need of volunteers for our Home games. 20-25 volunteers per game. Students can get service hours.

Super Goober Day- Cristina Anderson for Kirsten Mednick

• Date for SGD is October 2, 2015

• Rain date is October 16, 2015

Parent Programming- Suzette Thompson

• We are excited about our speakers we have this year. We will be including CPR training for one of our programs. Our first speaker is Bryan Rutledge: “College Counseling at Woodward” on September 9th at 8:30 am in Gresham Chapel.

Communications Chair- Randi Zelcer

• We have updated our Facebook page (WAPC only).

• Need Photos – Please choose “actual size” when forwarding photos.

• All Chairs that need help with newsletters, please let me know.

Comments- Pramoda Gorjala, Parent Community President

• Pramoda thanked Board members and encouraged everyone to have fun, work together and be a positive reflection on our Academy.

Meeting Adjourned at 10:21 a.m.

Respectfully submitted,

Kimberly Abernathy, Executive Board Secretary

Woodward Academy Parent Community