

**Nova Classical Academy  
Board of Directors Meeting Minutes  
Strategic Planning Meeting  
August 13, 2008**

**Directors Present: Damon Fraser, Dianne Krizan, Becky Lund, Jason Belter, Diane Cossairt, Ken Silver**

**Absent: Simon Fung**

**Advisors Present: Brian Bloomfield, Miranda Morton, Kate Tetmeyer PTO representative**

**Others in Attendance: Nova parents and faculty**

**I. Call to Order**

The meeting was called to order at 5:09 PM. Damon Fraser led the meeting. Diane Cossairt arrived at 5:12 PM.

**II. Marketing Report**

Mary Hess- discussed the marketing research and efforts conducted last winter and spring. Enrollment was a focus. Full enrollment for the school of logic was a goal that appears to have been achieved in 6<sup>th</sup> and 7<sup>th</sup> grade. She described the addition of extra admission events and improvements to the admissions program. Katie Koestler presented information on Nova's positioning from a marketing perspective. The goal was to create a unified message to convey to the community both Nova and non-Nova families. She also gave a brief overview of the marketing survey. Mary Hess gave the marketing team's recommendations and rationale.

The marketing position recommendation is

**Great Thought Inspiring Great Thinkers**

Intellect, Character and Ideals in the Classical Tradition

There was discussion of marketing aspects.

**III. Reevalue Nova's SWOT**

Strengths and weakness were brainstormed by the group. Strengths highlighted were enrollment, achievement, school environment. Weakness highlighted were lack of high school, staff retention, public perception, governance, and clarity of understanding of classical education.

**IV. Reevalue Nova's 5 Strategic Plan Priorities**

There was discussion of comparing the SWOT analysis to existing strategic priorities. It was suggested to place facilities into the high school priority. The new list was given as High School, Governance, Classical Education, Finance.

There was discussion over the existing finance goals and strategy. It was agreed that finance should be a separate strategic priority.

## **V. Two groups were formed to brainstorm on strategic goals for Classical education and the High School.**

- The high school group identified the following areas for the strategic plan: leadership/direction, Identify facilities, 9-12 curriculum overview, 9-12 extracurricular activities, graduation requirements, enrollment, marketing, finances
- The classical model group identified the following goals for the strategic plan: train teachers to incorporate classical education on a daily level, give teachers feedback, define Nova's classical education, teach Nova's classical education to the whole community, define the Nova graduate (from 12<sup>th</sup> grade), focus on pedagogy.

## **VI. Follow Up**

Follow up will include board approval of market position statement and providing the marketing budget proposal to Finance Committee for analysis.

Updated strategic plans will be delivered at the September board meeting. The Governance Committee will handle the governance plan, administration will handle the high school plan, Brian will handle classical education, and Ken Silver will handle finance.

Meeting adjourned at 9:02 PM.

Minutes respectfully submitted by Jason Belter