

## Admissions Committee

Present: Leo Plante, Liz Wilbur, Kerry Bedard and Kimberly Lavallee

Absent: Richard Merkt

Meeting called to order by Leo Plante at 1:05 PM.

Chairman Plante led the pledge of allegiance

The purpose of the committee is to reach out to families and generate enrollment and reach out to the community. See document presented by Kerry Bedard

The name change Kim, Liz all in favor Family Committee

Enrollment goal is 148 students and have 115 registration. Registration is not enrollment, this is not confirmed enrollment. Chairman Plante expressed concerned about how the registrations will translate to actual enrollment. The CSP grant is currently on hold due to the USDOE and budgeting in Washington. Kimberly Lavallee explained her update regarding the hold on any remaining round 1 funds and round 2. Chairman Plante explained without meeting the enrollment numbers this will present a financial challenge. He has been very successful but facility expenses will utilize these funds. A donor is considering another large donation. He has reviewed upcoming payroll and Lionheart needs to meet enrollment expectations.

Enrollment is related to financial sustainability and fundraising. Kerry Bedard outlined the process of registration, the intent to enroll and additional forms. After the lottery the intent to enroll starts and conversations regarding IEP's will take place. Records will transfer at the end of June. They are being very fluid and understand they need to maintain the parent relationships and contact with them and have a waitlist. Admissions will continue in rolling

Veronica asked once the lottery happens and we have a plan to continue adding students to the list. It will be rolling admissions. The lottery will be by grade. The charter indicates we can go up to 168 students with the goal of 148. The administration will continue to review the numbers and look for volunteers to support the faculty and staff.

Chairman Plante has forwarded the press releases to pre-schools to support the effort. The parents talk among themselves about where they will send their children to kindergarten. He would like to see more outreach to various groups, especially in the direction of Wilton, Milford and nearby locations.

Kerry Bedard is focused on outreach and marketing materials. She has a list of each item they are currently working on. They are prioritizing. Kim suggested facebook as a priority as well. Veronica suggested the founding group will visit any group they are willing set up for visits. They will drop off flyers and other materials if needed. They are using Constant Contact and adding everyone who registers or asks for information. Three parent info nights are scheduled and registrations will be taken. A power point is being prepared for the info nights by Kerry Bedard. She will send it to several people for review.

Chairman Plante believes a parent is the natural step to chair the Marketing Committee. Kerry Bedard has indicated they have people expressing interest in filling board seats.

We are looking for a local impartial person to draw the lottery. They would like a local business owner or person from town government. Kerry will continue to follow up on the contacts. She is reviewing the plan for the lottery and will make sure it's in compliance with all requirements.

Newsletters will continue to be sent with admissions updates.

Monadnock Ledger is running a special enrollment for schools and information is due by January 21<sup>st</sup>. She is discussing different types of ad copy with them. Kerry is working with another paper regarding an article.

Kerry and Liz are looking into website developers. Kimberly Lavalley suggested using someone that specializes in school websites.

Kerry has suggested some new language for the mission and would like to ask the board to review it. Liz suggested the language works for several reasons. She is concerned about being on hold with marketing materials. She will send it to Barry Tanner to add to the agenda.

Libraries and social media