



Executive Director's Report

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Precious children back on site

Parents and children are happy to be back on-site. We continue to look at improvements to processes. We are collecting successes, concerns, and questions and will work to address them before the planned return in December.

Grants

The California Department of Education (CDE) offered a quick turnaround grant for \$20,000 towards professional development concerning anti-racism and equity. The application was completed based on the work of the Social Justice and Equity Taskforce. We were not successful. There were over 300 applicants and fewer than 10 recipients.

Annual Fundraising Campaign

Maggie Buckley and I worked on the North Valley Community Foundation Week of Giving. It was a helpful experience to build our writing skills, but schools can not directly apply for this funding. Related 501c3's such as parent organizations can, but we do not have a separate 501c3 set up for the Parent Council.

Employee Assistance Program

With current concerns for mental health and other needed support for staff, we asked our insurance broker, Healthy Solutions, to look for an Employee Assistance Program that will cover all staff. They shared quotes on two providers and have chosen Magellan for their more thorough services.

Marketing/Enrollment

I met with three marketing support companies for charter schools: Premier, Schola, Kreativewebworks. I also spoke with three general marketing firms from the Butte County area:

TKG Consulting, MC2, and Farrell Design Group. The local companies were not prepared to work with schools.

Premier primarily does generic training and planning through webinars and meetings

Schola will help start a social media-based plan to establish leads for the school.

Kreativewebworks provides a blueprint process and charges a monthly fee to continue support.

From the Kreativewebworks and Schola proposals, I estimate at least a \$15,000 increase in our marketing budget.

These are potential numbers to support continuing to double track in the future. In-person recruitment is difficult this year. On line, research is a significant portion of the decision making now.

Grade level	Current Enrollment Projections	Goal K classes @ 22 Grades classes @ 28	Additional Enrollment K classes @ 22 Grades classes @ 28	Goal K classes @ 22 Grades classes @ 26	Additional Enrollment K classes @ 22 Grades classes @ 26
Kindergarten	16	66	50	66	50
First	25	56	31	26	27
Second	27	28	1	26	0
Third	28	28	0	26	0
Fourth	35	56	21	52	17
Fifth	34	56	22	52	18
Sixth	30	28	0	26	0
Seventh	50	56	6	52	2
Eighth	21	28	7	26	5
Total	259	402	145	352	126

Additional Considerations

Full-Day Kindergarten Offering

Anecdotal evidence from parents shows individuals interested in a program that would provide care through the school day. The Finance Committee discussed it last week and agreed it could support enrollment. I would like to prepare a proposal for the board for next month's meeting.

Preschool

As with the full-day Kindergarten, a pre-school program has been suggested to build the Waldorf brand and loyalty in the early years and increasing enrollment. This option would be considered for the 2022-23 school year.

Facility

Following the direction of the charter council, I met with Carrie Welch from Coldwell Banker concerning our search for a new site. She has begun to look for options including new sites available within commuting distance and in areas that would be compatible with Waldorf education. The next steps will be to meet with her and Heather Bonea to review her results.