



ROCS BOARD MEETING MINUTES

February 25, 2025

Location: Virtual via [Google Meet](#) or dial-in: (US) (US) +1 570-554-0263 PIN: 812 874 170#).

Present

Board: B Blinn-Spears, R Antione, A Roane, E Finser, C McDowell, K Reynolds Schedler

Non-Voting: Dr Johnson (Exec Dir), B Wheaton (Asst Dir) M Finser (Ped Chair), H Reading (Staff Rep), J Saylor (PC),

Guests: Edith Shumate (Prestige), Dr John Eldrige (Performance), Monica Cutno (PNC) +7 general public

Welcome & Call to order

Consent Agenda

- Approval of [January Monthly Meeting](#) and [Special/Closed Session Minutes](#)
Motion to approve both as presented made by RA, Seconded by RA, passed unanimously

Old Business

- Restorative Action review
 - Board and staff held a [meeting](#) on 2/17 to “clear the air,” brainstorm, and discuss ROCS’ future (especially as it relates to the new facility); suggestions/feedback gathered and will be sorted into [Proposed Categories](#) for action by Alison and Ewen later this week. Next step is to communicate answers we already have and what answers we still need to find.
 - Regular Cadence Feedback Loops - given the positive feedback, board agrees that we should continue this practice, perhaps most pressingly offering (optional) restorative justice program as it relates to past administration harm and healing from that as a community. Dr J to provide potential dates to Kacey who will circulate dates
- CRB preparation: All board members are expected to attend 3/12 [on-site visit](#) date; OCS will recommend our renewal length and perhaps identify things we need to think about before we meet with CRB. Board will have a prep meeting March 6 at 6pm. Parent committee - Massey, Saylor, Kovich. Staff committee: Reading, Finser, Shedoudy, Harbeson

New Business

- Committee Reports
 - Finance Committee [Minutes](#) & Treasurer Report
 - Presentation of a Midyear budget adjustment proposal is postponed until we can finalize and verify expenses are hitting the correct budget line. Current deficit gap is closing (\$241k down to ~\$90k)
 - Development Committee [Minutes](#)/Update

- Efforts to find more money/cut expenses include exploring different insurance providers w Insurance People, working with Monica/PNC to qualify for a bond (and cut facilities payments) ASAP, working with Tracy Riddle @ Prestige on potential EC grants, meeting with Alyssa Blitch @ Prestige on state/federal non-entitlement grants; explore Great Schools NC
- Clarification that Dev Comm is only for Capital Campaign and significant solicitation amounts (\$1000+) that go to operating funds; PC activities target smaller amounts and specific (restricted) causes
- -Committee proposes a sponsored physical activity (e.g. Walkathon) with naming/signage opportunities for major/corporate sponsors for Capital Campaign; Dr J seeking permissions/dates with landlord, at which point more details can be worked out
- Governance Committee
 - Due primarily to versioning inconsistencies, Handbook isn't ready for approval yet
- Facilities/Rock Forest Stakeholders Committee
 - Meeting [Minutes](#)
 - Raleigh Parks & Rec [Update](#) - Raleigh Parks and Rec seem amenable to a legal agreement that allows us to use (and hopefully improve) the Sunnybrook Road property as recreational and curricular space for our students
 - Exterior [Signage](#) - discussion on whether to light and use logo or just text. Alison to try to gather feedback and establish a consensus; NCDOT will provide signs if we request
 - Playground Workshop [Update](#) & [Survey](#) - Meeting with the planner soon; if you haven't done so and want to participate, please do so immediately
 - E-Rate/IT Update - we missed some deadlines to use E-rate for cabling, but Matt Boasch and NCDC are helping us identify the other equipment we need that we can use this money for
 - Furniture/Inventory Help - we need to prioritize classroom inventory ASAP; Alison to create a form for teacher feedback on whether they want to do this themselves and what this will entail
 - Move Out/In Logistics - about \$75 potential cost savings from moving out at the end of our lease June 30 and not having a facility until we get the CO for the new building in August
- Enrollment & Outreach Committee
 - [E&O Committee Report](#)
 - Emphasis on long term objectives and sustainable/repeatable efforts, prioritizing traction marketing (show not tell) strategy to stand out. Primary Indicators of success include increased conversion rate and positive reviews. Info Sessions have had positive vibes, positive total hits trend on social media since the Fall
 - Pending marketing services proposals: recommendation based on budget to identify specific needs and select specialists rather than generalists; Dr Eldridge requests we identify our specific marketing goals for a discussion what they can help fund; requests specific enrollment goals/target dates
 - Our lottery numbers are very low for older kids, but we will continue to target and educate kindergarten families to combat low conversion rates there

- We have regained Mailchimp access, including list of previous enrollees we can now reconnect with
- Instituting a parent survey for feedback
- Conversion rates for Wake County are competitive, around 25% for early stage schools is typical
- We can offer spots in all grades where we have fewer applicants than seats and get ahead of other lotteries next month, but want to ensure our efforts don't sound desperate
- We should plan to target WakeMed area, doctor's offices, businesses, and non-traditional/families not familiar with Waldorf education (don't pigeon-hole, think outside the box); plan to over-enroll knowing that there will be a significant melt
- Try to do more with less, cut where we can - we will be able to add once we get enrollment up, so prioritize and build up cash
- [Public Waldorf Update](#)
 - To become Full Members of the Alliance, the application process includes documentation and a self-study, most of which we're already doing/gathering, including relevant PD. Their objective is to help more schools earn Full Membership, which also requires AWSNA approval. Completing this will allow us to officially use the service mark "Public Waldorf School" and will open us up to more resources. We need to establish a committee and clarify the role of M Finser in this process; Cat offered to help gather any data requested
 - [Administrative Report](#)
 - Calendar proposals: we are currently 19 hours short; Dr J will draft a proposal for board vote; we will avoid Juneteenth

Public comment

None.

Motion to move into closed session per the below made by AR, seconded by EF, passed unanimously.

Closed session

The board moved into closed session "to prevent the disclosure of information that is privileged or confidential pursuant to the law of this State or of the United States, or not considered a public record within the meaning of Chapter 132 of the General Statutes" pursuant to §143-318.11(a)(1). [Google Meet \(CLOSED\)](#). [Agenda](#)

Final Items and Adjournment

Motion to authorize Maynard Nexsem to provide pro bono services to ROCS in connection with a pending potential EEOC charge is made by Alison Roane, seconded by RA, passed unanimously.

Motion to adjourn made by AR, seconded by RA, passed unanimously.

