

Board Spotlight for November and December 2017

At our November board meeting, we spent time with a CliftonLarsonAllen representative who presented our 2017 Financial Audit. It was once again, a very clean audit. We are so pleased with our finance committee and our business manager, Keith Johnson, who has recently announced his retirement. We have decided to engage with The Anton Group to provide these services for us. Mike Pocrnich will attend board meetings and will also be on site once a week.

At our December board meeting, Mike Pocrnich, walked us through the financial statements. We need to keep 60 days cash on hand in order to keep our bond covenant and we currently have 41 days cash on hand. This is not alarming, but we do need to be strategic about making some budget adjustments and also increasing our enrollment numbers. David Goeske, board chair, said at our meeting, "Because of the conservative nature of this board and the strong fund balance we worked to maintain, this is not a scenario that should panic us. We are not talking about cutting staff, but rather to work with who we have to help them cover all our needs." We'll have a working session in January to take a deeper dive into the finance committee's recommendations. At our regular board meeting later in January, we will adopt an adjusted budget that reflects any necessary changes.

Beacon hosted a group tour before break with about ten families attending. Mr. Koster said about half were for kindergarten and about half were for older grades. He said it went very well. He shared some interesting numbers from our website usage reports. In October, 32% of website traffic consisted of new visitors. The average visit was 2 min, 41 sec. (It's desirable that visits last at least 2 min.) The Marketing Committee has started a 3-month video advertisement campaign at New Hope Cinema Grill. We also have some parent volunteers who are graphic designers who are working on some posters for us to hang on bulletin boards in our local community. Our families are the very best advertising tools we have, so consider bringing our school up in conversation with any relatives or friends you know who are looking for a change in schools. We look forward to welcoming them to Beacon Academy!

On behalf of the Beacon Academy Board of Directors,
Heidi Sheard, Board Secretary