

# WVMS Board Minutes

**Date:** November 19, 2025

**BOT Present:** Danielle Westgate, Brigitte Henry, Gerry Mecadon (virtual), Jerry Nichols (virtual), John Karavis (virtual) Jan Wessel, Bill Frey (virtual), Kathy Harrington, Hussein Kazimi, Lori Murphy, Tony Ross

**Absent:**

**School Members:** Justin Kleinheider

**Guests:** None

**Call To Order:** Danielle made a motion to begin the meeting at 6:02 pm; Lori seconded

## **Old Business:**

- Jan motioned to approve September minutes; Kathy seconded

## **Committee Reports:**

### **Head of School Report – Justin**

- Fall events were well received
  - Food truck was a hit at Trunk or Treat – less cars resulted in more socialization for children
  - Fall Fest – volunteers worked very well together, nice community moment
  - Upper El featured in press coverage of Veterans Day Visit
    - Trying to do more press
- New courtyard has transformed the space nicely
  - Sends a nice message about the importance of gathering as a community and the continued improvement of school
- Still working on leads to replace Lower El and Spanish positions
- Enrollment status – we are going to maintain 126
- AMS report
  - They thought the strategic plan is headed in the right direction, so we don't have to rush the process
  - Official report comes in December
  - Prominent AMS schools represented on the panel, which speaks to the caliber of their positive findings
- Justin heads to Nashville tomorrow morning to defend his dissertation

- Congratulations and Best of Luck!

### **Finance – JK**

- JK reviewed finance report – annual and month end of October
- Year to date – above budget
- Continue to work on enrollment to add additional revenue
- Lower numbers were due to:
  - Lack of EITC Funding
  - Courtyard expenditures
  - AMS costs
  - Payroll running a little higher than usual
- Tuition – continues to be main provider of funds
- 4 Tuition enrollment scenarios were presented for review and approval
  - Finance committee has discussed all 4 scenarios and approves of: 4% increase in tuition & enrollment goal of 130
- Finance committee strategic goals:
  - Estimated cost of facility updates
  - Set realistic time frame
  - Increase ancillary revenue – take pressure off tuition dependency
  - Exploration of grants
- Brigitte made a motion to approve 4% tuition increase; JK seconded
  - Jan made the comment that an increase now will help prevent catch up efforts later

### **Buildings & Grounds – Hussein**

- Courtyard is complete and looks beautiful
- Recent repairs - Monk has made some repairs; drains repairs; plumbing repairs; extra fence removal (thank you, Jerry Nichols); ONS maintenance continues to support the school generously
- Hussein reviewed upcoming repairs on the radar
- Jan asked if future repairs will fit into our budget or require extra funding
  - Justin answered that it is a mix; some repairs might fit (boiler) and others will definitely require funding (painting the building)

### **Development – Lori**

- Toddler music classes just ended – 3 students enrolled as a result
- Partnered with WVIA for community event
- Ads in Inside the Back Mountain magazine

- Admissions has updated their interview questions to better learn how families are finding our school
  - Helps prioritize marketing channels
- Lynn has started the WVMS Instagram account – please follow and share!
- Lynn has created testimonials to distribute to local hospital HR departments to find incoming families who are looking for schools
- Exploring combining “The Journey” with an event for students to help increase attendance
- Retention Efforts:
  - Family Ambassador program
  - Lynn will start “moving up” tours in December
- Exit interviews were sent out for 20 families; 5 returned
  - Danielle asked about the feedback – did we learn anything?
  - Justin answered that it was helpful feedback

### **Head Support & Evaluation – Danielle**

- Danielle reviewed the survey questions that were sent out last year to faculty & staff to evaluate Justin
  - Will use same questions as last year
  - Will send survey out in December so Justin has time to reflect on results and make any necessary changes before the end of the year

### **Strategic Plan – Brigitte**

- Brigitte reviewed the SWOT analysis that both Justin and the administrative team and the strategic planning committee completed
  - Highlights include:
    - strengths – premier Montessori program, sense of community, skilled and dedicated faculty
    - weaknesses – tuition revenue cap, no middle school, recent faculty turnover
    - opportunities – community partnerships, upcoming 60<sup>th</sup> anniversary, marketing revamp
    - threats – Discovery “Montessori” program in Scranton, lack of AMS oversight on Montessori brand leading to program confusions, building repairs
- next steps will be to identify themes in the SWOT and leverage strengths to address weaknesses/find opportunities for growth

- once major themes/goals are extracted, the committee plans to survey the school community for their feedback
  - will help reinforce community and maintain transparency
  - Lori suggested tying this survey into re-enrollment timing

Jan motioned to adjourn at 6:44 pm; Kathy seconded