

HCA OPEN BOARD MEETING Agenda

The following summary highlights the Heritage Christian Academy Board of Directors Open Meeting:

- **Meeting Date/Time:** Saturday February 28, 2026 (Annual Board Retreat); Gull Run Apartments 9:00 A.M.
- **Location:** Heritage Christian Academy, Kalamazoo, Michigan
- **Meeting Goals – Results**
 - Align on Administrative Progress towards the HCA Vision
 - Build the HCA Community
- **Meeting Inputs – Information/Research/Pre-work/Proposals**
 - **Administrator’s Report:** James Holliday
 - **Education Policy Report:** Jenna Yetman
 - **Principal Report:** Melanie Simpson
 - **Parent-Partnership Committee Report:** Melanie Simpson
 - **Finance Report:** Gayle Jacobs
 - **Marketing & Development Report:** Katie Shank
 - **Eagle Backer Report:** James Holliday
- **Meeting Agenda – Meeting Activities/Flow**
 - Opening Prayer
 - Call to Order
 - Approval of the Previous Month’s Meeting Minutes
 - Highlights of Committee Reports – 20 minutes
 - HCA Celebrations & Public Comment – 5 minutes
 - Closing Prayer
 - Adjournment
- **Board Meeting Attendees**
 - James Holiday- Administrator
 - Melanie Simpson- Principal (via Google Meet)
 - Liz Cary- Chair
 - Lee Belden- Vice Chair
 - Bonnie Belson- Secretary
 - Gayle Jacobs- Treasurer
 - Jenna Yetman- Director
 - Katie Shank- Director
 - Dan Allison- Director
 - Hunter Miller- Director
 - Ken Karakula Jr.- Director

- **Other Attendees:** Theresa Swabash, Brittany Jager, Megan Reber, Melanie Mills, Ana Blok, Jennifer Houtman

- **Roles**
 - **Facilitator/Timekeeper:** Liz Cary, Chair
 - **Scribe:** Bonnie Belson, Secretary

Opening Prayer: Liz Cary

Call to Order: 1st- Dan Allison ; 2nd - Lee Belden

Vote: Ayes- 9 , Nays- 0

Approval of Previous Month's Minutes: Approved as is

Reading of the HCA Mission Statement: " To prepare students for a life of service by teaching, modeling, and encouraging Biblical principles while pursuing academic excellence."

Reading of the HCA Verse: Isaiah 40:31 "But those who hope in the Lord will renew their strength. They will soar like eagles, they will run and not grow weary, they will walk and not faint."

COMMITTEE REPORTS

Administrator's Report: James Holliday

1. Re-enrollment window opens up Monday, March 2
2. Families that are unsure of their future plans at HCA due to finances, please go through our tuition assistance program. We have funds available to help ease the financial burden for families that qualify.
3. Teaching positions that need to be filled are starting to be communicated now. We are moving from two to three middle school teachers next year. Mrs. Russell will not be returning but still plans to be involved at HCA next year in a support role. Our current openings are a f/t Preschool Teacher/Director and two Middle School Homeroom Teachers - one to replace Mrs. Russell and one to fill the new position.

Ed. Policy Report (5 minutes): Jenna Yetman

1. Jenna will reach out to Bible teachers for next year & follow up with the curriculum set up for them by John Beck. Are they okay with what was presented or do they have an alternative they'd like to use/do?
 - I reached out to Stacey in place of this. I asked her perspective on the staff meeting where this was discussed to get an idea of what the teachers said. I didn't want to appear as though I was undermining the plans put in place; I also really wanted Stacey to know we (the committee & board) value the teachers input and want them to feel comfortable coming to the board & committee if there is a concern.
2. Melanie will share the technology survey
 - The committee will dissect the survey results together, so we can determine what the big points are that teachers want

3. James will bring the NWEA scores for the committee to review
4. Reading Curriculum: re-evaluate PK-2 reading, to strengthen the readers coming out of those lower grades.

Principal's Report (5 minutes): Melanie Simpson

February Principal's Report

Eagle Parent Partners (5 minutes): Melanie Simpson

- EPP February Report

Finance Report (5 minutes): Gayle Jacobs

The finance committee met at the beginning of the month for a half-day retreat as mentioned in the Eagle Tracker. It was a very constructive meeting discussing both fundamentals of our current financials (with key input provided by John-Mark Grabow and accountant Laura Allison), as well as looking ahead to the next 1-3 years of the school's growth. We plan to review and finalize the 2026-27 school budget at the retreat today.

In terms of financial metrics, for January:

Total revenue was \$162,463 versus the budgeted \$139,847 - a variance of \$22,615.

Total expenses were just below budget but otherwise on track at \$115,610 versus budgeted \$116,207.

As a result, net income was also higher than budgeted: \$46,102 versus \$21,031 - a variance of \$25,071.

At month end (January), the cash in our main operating account at Mercantile Bank totaled \$261,673.

Our current enrollment stands at: 189 full-time; 1 part-time

Marketing & Development Report (5 minutes): Katie Shank

MARKETING REPORT

With enrollment season upon us, the Marketing Committee has been working on several projects to promote HCA.

- Church Survey: We've developed a survey for churches affiliated with school families. The goal is to learn what these churches know about HCA, how they perceive us, and hopefully build mutually beneficial partnerships.

- Musical-Related Promotion: The musical is a huge part of HCA's culture, and one of our greatest opportunities to connect with the community. We plan to leverage this opportunity by:
 - A full page ad in the printed Program
 - An informational table in the lobby
 - Small promotional "receipts" given to everyone who purchases a snack or a cast member gift
 - Promotional materials on the counters in bathrooms
 - Possibly a promotional video playing on TVs in the lobbies during intermission
- Spring Promotional Activities: For the spring, we have planned the following activities. Activities were chosen based on their impact/reach, volunteer availability, and the reality of a zero dollar budget.
 - Leverage Review Sites: Winnie, Great Schools, Niche, Yelp, etc.
 - Create a social media influencer team: If you're interested in joining the Share Squad, please email kshank@hcaeagles.org
 - Targeted messages (flyers, emails) to: Daycares (Preschool, Kindergarten focus), Preschools (Kindergarten focus), Clubs/Leagues/Groups (overall school promotion)
 - Yard Signs: Yard signs promoting HCA enrolment that can be placed on school property near 9th street and provided to parents for placement at home or your business. This option is contingent on raising a budget; Goal \$600-700. If you or your business would like to contribute toward this, please email kshank@hcaeagles.org
 - Kzoo Kids Sponsorship/Advertising: This option is contingent on raising a budget; dollar amount unknown at this time
- Website Updates: Jake Steenholdt has made meaningful updates to our homepage and other pages on the website with the goal of Search Engine Optimization and optimizing the experience for users. Jake is also adding info about the musical and open position to the website. Dan Martinez has also contributed to site updates. You'll see periodic changes to the website probably over the next few months.
- Promotional Videos: Dan, Sean, James, and Jake have been or will be soon putting a lot of effort into video promotions for our school. We recently released a video focused on the spiritual life of the school. Dan and James also put together a bumper video for the church survey and both Dan and Jake have been or will be collecting b-roll footage for future projects. Thank you to Devon Knowlton, Lydia Miner, Lauren Hammond, Grace Scholten, and Betsy Russell for their help with the video.
- Social Media: Sean Solitro continues to share relevant content on our Facebook page.
- Testimony Plans: Emily Boyer is creating plan for collecting and sharing testimonies of the ways God is working in our students, faculty, and families. These testimonies will not only be beneficial for promotion, but also for the spiritual life of our school community. We want to create a process that makes testimony sharing meaningful and easy to repeat/administer on an ongoing basis, so we're taking our time on the front end to get that right. Once things get rolling, you can expect to see testimonies on social media and in newsletters starting this summer.
- Needs:
 - Share Squad members to promote on social media
 - Volunteers to distribute flyers
 - Online reviews - if your student has great things to say about HCA, or if you are a preschool parent that wants to help us promote that program, please email kshank@hcaeagles.org

- Donations - our team is providing professional grade services at no cost to HCA, as well as covering some incidental costs (like printing). We have the skillsets to do more, but need funds to take things to the next level.

Eagle Backers Report (5 minutes):James Holliday

Met in late January, didn't meet in February; but will meet in March. They will primarily be looking at a rental space for their sports, mainly at the Point.

There are a number of people coming off the committee, so if anyone has any interest in serving HCA by being on the committee, please reach out to Mr. Holliday or the board.

New Comments to add:

HCA Celebration & Public Comment:

- Brittany Jager stated the amazing atmosphere and community

Closing Prayer: Lee Belden

Adjournment: 1st- Gayle Jacobs ; 2nd - Jenna Yetman

Vote: Ayes- 9, Nays-0