

## YINGHUA ACADEMY

### Minutes from the 2/27/06 Board Meeting (approved by the board on 4/10/06)

#### Roseville Public Library

Cindy Moeller, Chair of the Board, called the meeting to order at 6:30 PM.

#### All Current Board Members Were in Attendance

Jennifer Billig, Danling Cai, Zhining Chin, Laura Harris, Cindy Moeller, Doug Parish (arrived at 7:45), Kristina Schatz, Michael VanKeulen, Margaret Wong, Jennifer Yan, Larry Yan.

#### Welcome and Approval of 2/13/06 Minutes and 2/27/06 Agenda

Ms. Moeller welcomed all board members to the board meeting.

Ms. Schatz moved, and Mr. VanKeulen seconded, the approval of the minutes of the 2/13/06 board meeting as well the agenda for this meeting. There was a request that the agenda be amended to include in section I a discussion of the role of board meetings vs. the role of committee meetings. The board unanimously approved the 2/13/06 minutes and the amended agenda for this meeting.

#### Effective Board Meetings and Effective Working Relationships

At the request of several board members the board had a lengthy discussion about the roles and responsibilities of board members. One board member asked what are the primary responsibilities of nonprofit board members. Ms. Moeller said that two key roles and responsibilities are making sound financial decisions and contributing to the board being a strong and effective team. She added that board members should try to attend all board meetings and fulfill other board responsibilities. She also commented, in response to a question, that board members who cannot participate in at least 50% of the board meetings should consider resigning from the board. Mr. Van Keulen added that a critical role and responsibility of board members is to uphold the vision and mission of the organization.

There was a discussion of whether it would be useful to have board training, especially since some board members do not have prior experience as board members and in some cases are not familiar with the democratic decision-making processes that take place on boards. The board agreed that board training would be useful. Ms. Moeller agreed to investigate possible options for board training in the near future.

There was also a request that the pace of discussion at board meetings go a bit more slowly, so that all board members will fully understand the discussion and the decision-making processes.

#### Facilities Update

Ms. Schatz provided an update on negotiations with two facilities, St. Columba and another nearby facility that has just become available. No decisions have been made; the discussions and negotiations about both facilities are continuing.

#### Marketing Update

Ms. Schatz provided an update, which included a discussion of the informational meeting that was held on Saturday, February 25. There was a consensus that this informational meeting was very well-attended and very well-received. Our guest speaker at this meeting was Tara Fortune from the Center for Advanced Research on Language Acquisition (CARLA) at the U of M. Given Dr. Fortune's significant depth of knowledge and experience with immersion programs, Mr. VanKeulen made a motion to ask Dr. Fortune to join the Yinghua Academy board. Ms. Billig seconded this motion. The motion passed unanimously. It was agreed that Ms. Schatz would approach Dr. Fortune.

There was also significant discussion of the logo and of the “logo options” that have been developed to-date. Ms. Moeller had asked all board members to come to this meeting prepared to share their thoughts about the three most important quality/characteristics for the Yinghua Academy logo.

There was a significant amount of discussion about the logos. Board members shared their thoughts about the most important qualities/characteristics for the school’s logo. Some of the most frequently-mentioned ideas were that it 1) should communicate that the school is both Chinese and American; 2) should be a simple, attractive design that is easy-to-print (in color and in black/white); 3) should be eye-catching; and 4) should be “kid-friendly” and appealing to parents.

The board decided to accept additional logo ideas and to continue discussion at the next board meeting.

### **Finance Update**

Mr. Parish provided a financial report. He moved that the board approve a list of expenditures. Ms. Schatz seconded. The board approved unanimously. Mr. Parish also indicated that he is working on a budget model with Mark Beltz of Beltz Kes.

### **Human Resources Update**

Ms. Moeller provided an overview of the applications for director that had been received to-date and offered some suggestions about how the interviewing might take place, so that all board members could be involved. Yinghua Academy is accepting applications through March 11 for the director position.

### **Curriculum Committee Update**

There was a brief discussion of getting Amity aides (which some other immersion schools have) and/or a teacher through American Field Service during Yinghua’s first year of operation. Ms. Schatz offered to gather some information about the Amity program; and Ms. Wong offered to gather information about the AFS program.

The meeting was adjourned shortly before 9:00PM.