

- Call to Order:** 6:30 p.m. by William Hintz. Roll call taken; quorum established.
- Members Present:** William Hintz, Sandy Lundberg, Eric Dimmitt
- Others Present:** Mandie Barr, Josh McDaniel, Ann Baumann, Danielle Bieber, Kelley Janowski
- Highlights:** M. Barr thanked the WVL staff for their hard work as we prepare for a new school year. All board members were invited to attend the Back to School Picnic on Tuesday, August 27<sup>th</sup>.
- Reports:**
- Marketing Report:** The July marketing update was presented via Loom. Our organic traffic grew by 30% over this time last year. The marketing team is working on determining how many inquiry calls and website hits translate to actual enrollments. The team will be implementing a chatbot this fall. D. Bieber explained how live chat currently works and how the chatbot will provide answers to questions 24 hours a day, seven days a week.
- Enrollment Update:** A. Baumann presented the enrollment projection report. As of August 5<sup>th</sup> we have 292 registered students.
- Budget Update:** J. McDaniel presented the monthly 2024-25 Enrollment Projections vs. Budget chart and the Approved Alternative Enrollments chart.
- J. McDaniel presented July's Monthly Check Register. E. Dimmitt motioned to approve the July 2024 Check Register, seconded by S. Lundberg. *Motion carried unanimously.*
- J. McDaniel presented the Budget vs. Actual Summary. E. Dimmitt requested an update at a future board meeting on how the new Individual Contribution Health Reimbursement Account (ICHRA) plan offering for employees is progressing.
- Old Business:** S. Lundberg motioned to approve the July 11, 2024 Regular Session Meeting Minutes, seconded by E. Dimmitt. *Motion carried unanimously.*
- New Business:**
- Student Handbook:** Policies and practices contained in the Student Handbook should be reviewed and updated each year. Once this task is completed, the Board will receive a summary of updates. Upon review of the Student Handbook, S. Lundberg sent minor corrections to the board members. E. Dimmitt motioned to adopt the 2024-2025 Student Handbook as amended, seconded by S. Lundberg. *Motion carried unanimously.*
- Staff Handbook:** Information contained in the Staff Handbook should be reviewed and updated each year. Once this task is completed, the board will receive a summary of updates. Suggested corrections to the Staff Handbook are due to M. Barr by August 20<sup>th</sup>. The intent is to have the final handbook ready for review by staff when they are in person on August 27<sup>th</sup>. S. Lundberg motioned to adopt the 2024-2025 Staff Handbook pending corrections, seconded by E. Dimmitt. *Motion carried unanimously.*

**Dashboard Reports:** Discussion was held regarding the presentation of reports in our board packet. Currently the reports attached to the agenda contain a large amount of data. We are looking to streamline the information by creating a first-page dashboard that highlights key points. The dashboard would be similar to how the Situation Report is structured. Additional data would be attached to the dashboard if you wanted to learn more about the topic. Positive feedback was received from the Board.

Discussion was held regarding the frequency of the marketing report video. It was decided to have Catherine and Danielle join the board meeting on a quarterly basis instead of providing a video each month. The timing would be strategically planned rather than based on the calendar.

**Next Meeting:** The next WVL Board Meeting will be held on September 12, 2024 via Zoom.

Topics suggested for next meeting:

- ICHRA plan update

**Adjournment:** S. Lundberg made a motion at 7:50 p.m. to adjourn the Regular Session Meeting and go into Closed Session, seconded by E. Dimmitt. *Motion carried unanimously.*

Respectfully submitted,

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Eric Dimmitt, Secretary

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William Hintz, Board President