



Directors Report for February 23, 2022

Enrollment Update

2021-2022 Projections Reflecting 2/18/22	
Currently enrolled	68 (0)
Start date set	1
Admissions in process	3
Possible referrals (districts in discussion with Serendipity Admissions or parents requesting a tour)	3 (-1)
Wait List	5 (-1)
Placements at risk	4 (+2)
Likely Enrollment	67 (-1)
Budgeted annual average enrollment:	80

Program Update:

The program seems to be stabilizing over the past two weeks. COVID cases among staff and students have gone down and we are no longer needing to meet daily as a management team to consider classroom closures. We have added staff but at the same time have either lost staff or have planned staff departures so staffing levels are still low preventing us from adding students.

The annual staff surveys were completed, and I had the opportunity to review the results with the staff enrichment committee. Last year the primary concern amongst staff was compensation and it seems we have resolved those concerns through the new staff salary compensation chart. Lack of communication and transparency from management to the program team regarding students and staff being transferred to different classrooms remains a major issue with staff.

I will be addressing the survey results with all-staff on Wednesday, 2/23 and following that up with an all-staff Q&A and State of the School on Wednesday, 3/2.

Finance Committee Update

Preliminary budget planning for FY 22/23 started this month with a small team of managers. Our initial assumptions are based on 8 classrooms (down from 11 this year) serving 67 students. We are also assuming a 6% tuition rate increase and a 25% increase in Development. A reduction in staffing will occur with specific positions TBD. Based on these assumptions, we are predicting a \$750,000 deficit for 22/23. We are still exploring other scenarios and will present the Board with version 1.0 in the March Board meeting.

PLEASE SEE ATTACHED FINANCE COMMITTEE REPORT

Fundraising Update

- February print appeal was mailed on 2/16 to those donors who have not yet supported the 2021-22 Four Pillar Campaign. Email appeal will be sent on February 22 and will include a video about art therapy, produced by Rachel Gardell.
- Donor Dock fundraising database transition is complete.
- Outreach to individual donors, foundations and corporations is ongoing. Pledges and donations from corporations and individuals are starting to trickle in.
- Arnerich memorial campaign has brought in \$31,066.25 and 20 new donors so far. Continued engagement with Arnerich family; more donations expected.
- Believe In Me capital campaign: Case Statement is being completed. Planning for donor outreach has commenced.

Donation Category	Annual target	Progress through 1/21/22
Four Pillar donations from corporations or individuals	\$200,000	\$133,046
Four Pillar donations from foundation grants	\$200,000	\$196,000

Final Thoughts

Attachments

- Finance Committee Packet