



Board Meeting – January 26, 2022, 5:30pm – 7:00pm Virtual Teams Meeting

Present: Paul Fields, Lori Silverman, Erika Schwartz, Rick Larson, Michael Hsu, Shannon Dale, Eric Robertson, Patrick Wrobel, Matty Berryessa, Rachel Gitner, Mark Takehara, Dan Smith

Guest: Kristin Harkweil

Absent: Wendy Ricketts, Rachel Gardell

Meeting called to order at 5:30 p.m.

September Board Meeting Minutes: Patrick motions to approve, Michael seconds, unanimously approved.

Program Report (Kristin)

- Mission Moment
- Staffing update: Trying to get through Omicron surge. Management team meets every morning at 9:00 am to review staffing; we are able to quarantine classrooms as necessary. The safest place for kids in is school. This week, we have no classrooms on quarantine and fewer staff out sick each day.
- Programs Update: Starting two new students tomorrow, raising total enrollment to 70 students. 2 students who will be transitioning back to public schools soon. An additional two new students to consider, but staffing, morale and safety are concerns. Three initial screenings from referring districts to add students to the waitlist.
- Lori asks for clarification about the waitlist. Each student is determined to be a good fit in a specific classroom, so each classroom has a waitlist.
- Erika asks what the partner districts are indicating about referrals. 21 referrals since August, which is pretty typical. Kristin's conversations with school districts have a lot of comradery and districts seem to be understanding since they are in the same boat.
- Enrichment Committee did a staff survey. Staff is happier with the salary schedule. Still need to work on communication, morale is shaky. We need to find ways to retain staff.
- Dan asks what kind of feedback from parents/partner district administrators about program. Haven't done a family survey in since returning to in person learning. Anecdotaly, classroom closures have been hard on parents, though they are complying. We always get appreciation about the case management part of our program. We need to send a family survey out.
- Shannon asks what keeps Kristin at Serendipity. Kristin never expected to stay in one place so long, but Serendipity has been a great place for her and her family. She learned a lot, had a lot of opportunities to try different things within the agency, and had a lot of support throughout the years.
- Paul asks what she would share with new board members about Serendipity. Kristin shares that she always talks to her staff about how we are working with the whole family and it is important to avoid jumping to judgement about the child's family/family system. Remember that the families are doing the best they can and everyone can use support. It is hard work and our staff can be very tired at the end of the day, so continue to respect the hard work they put in.

Finance Report (Dan)

- November/December Financials: Matty shares that a pre-budget meeting is happening next week and some expenses will be reclassified. Paul asks about “general consulting expenses”. Dan shares that last year, these expenses were high due to the ED search, but they have returned to normal.
- Rick asks about the receivables from the government. Dan clarifies that the funds are ERTC which are filed with the quarterly taxes. The credits are based on a percentage loss in revenue, so we may not know if we are eligible for the credit until after taxes are due and then have to amend the filing.
- Budget vs. Actuals: Finance Committee is now reviewing two months at a time for more up to date financial information. Revenue is low due to low enrollment, but expenditures are also low due to reduced staffing. We are able to absorb these losses for the rest of the school year with minimal impact due to PPP funds and ERTC.
- 2020-2021 Pension Plan Audit: Auditors completed 403(b) plan audit, it was a great opinion. Opinion will be circulated via email tomorrow for virtual vote. Paul and Dan explain that 403(b) calculations were not in line with the way the plan was written and the issue has been fixed so this audit confirmed that the plan is being administered appropriately.

Development Report (Rachel Gitner)

- End of Year Campaign Results: Gifts (number and dollars) were up from previous years. Snail mail appeal went out for first time in a year or two and was effective. E-appeals went out towards end of year with social media follow ups. Following Breesa’s campaign plan.
- Using new platform, Donor Dock, that allows marketing materials to go out directly from database.
- Shares video developed by Rachel Gardell and Meister with Matty’s voiceover. It has 4000 views on YouTube.
- Board phone call banking went very well. 77 phone calls with 21 actual conversations, 20% of the goal amount by end of year. Will do another phone bank in May.
- Upcoming events: Blazers game on Feb. 8th (would like additional volunteers); virtual meet and greet with Mark in March; soliciting gift cards (~\$100 value for best selling raffle ticket team, incentives for email appeals
- Discussion about collateral to hand out with raffle tickets. Shannon shares that the Blazers may not want us to be handing out items that could contribute to the garbage at Moda.
- Met with fundraising consultant, Sally Dadmun Bixby.

Committee Reports

- Capital Committee (Rick): Met December 13th, met with Sally Dadmun Bixby who is a potential fundraising consultant for construction project. She gave a lot of good feedback about what we can expect for a capital campaign. Got proposal updates from architect, structural engineers. Met January 18th worked on schedule development for groundbreaking and Mark is putting together a subcommittee to develop a timeline framework to be used for fundraising. Met ambassadors for fundraising in Portland metro area (Dale Farr, Harold Goldstein). Mark provided plan for budget development subcommittee and Belinda suggested a CPA who has worked with Serendipity in the past to develop operating budgets. Belinda shared a draft of the Believe In Me campaign brochure.
- Donor Engagement Committee (Erika): Notes fundraising information shared by Rachel Gitner, success of Rachel Gardell’s videos. Legislative team is looking into ways for Serendipity to be involved in Education Committee’s working group on funding/provider recruiting and retention for special education as well as editing Centers of Excellence proposal with hopes that it could be sponsored for a bill in the upcoming session. There will be opportunity for board members to be involved in meetings with legislators and testimony before committees and hearings as things progress.
- Programs Committee (Michael): Didn’t meet in December. January meeting focused on staffing shortage and potential staff attrition. Idea to establish partnerships with local colleges to recruit people with backgrounds in education, mental health and social work. Please let Michael know if you have connection to local colleges/universities. Lori has reached out to contacts at PSU and University of Oregon to begin relationships. Erika asks about psychology, SLP, OT interns as a way to create relationships with local schools; Lori shares that this may be too stressful for staff right now. Accreditation efforts is on track. The staff shared a story about the two kids who are going back to their

home schools. They are high school students, who have a harder time changing behaviors, so staff is proud of this transition.

- Nominations and Equity Committee: not discussed (Wendy absent)
- Data and Outcomes Committee (Paul): Interviewed strong candidate for project manager for Synergy adoption.
- Executive Director performance review (Paul): framework of evaluation tool is with Mark for review.

Executive Director Report (Mark):

Happy with progress, strength of team, however things are very tough and morale is at a low point. Staff want the school to close and go to temporary distance learning. Management and leadership teams are doing everything we can do to assure staff that safety is a priority, but we do anticipate losing staff. Mark warns that next year's budget will not look the same as this year's.

Lori asks what we can do with to help with morale. Would be helpful to have a board member present at a staff development day to meet staff, explain what the board does, and answer questions. This may be virtual. Lori asks if it would be possible to have board members "adopt" a staff member to build more personal relationships; would like to brainstorm more ideas about how to support staff.

Meeting adjourned at 7:04 p.m.

Upcoming Dates of Importance

Upcoming Events:

Blazers 50/50 Raffle 2/8 @ 4:45pm.

Upcoming Meetings:

February Board Meeting: Wednesday 2/23 @ 5:30pm