

Executive Director's Report to the Board

Date of the Report: November 23, 2021

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Boys Cross Country

Congratulations to the Nova Classical Academy Boys Cross who recently won the Class A State Championship. This is the first team MSHSL State Championship in Nova's history.

Give to the Max Day

Give to the Max Day was November 18th. This statewide event has traditionally been Nova's largest fundraiser. Our community donated \$42,000 during Give to the Max this year (vs. \$38,137 the previous year). Knowing how much COVID-19 has impacted our community, these are phenomenal results. Some additional items to note are that we had 169 unique donors this year which is a 30% increase from the previous year. 44% of those who donated last year also donated again this year. That is the highest donor retention rate that we have had in at least 4 years.

Vaccine Clinic

Earlier this fall, we reached out to the MN Department of Health (MDH) to express interest in hosting an onsite vaccination event when the COVID-19 vaccine was approved for children aged 5-11. MDH confirmed with us that Nova will be able to host a vaccination clinic with the first dose occurring on November 29th and the second dose being given on December 20th.

Staffing Changes

Over the course of the few week, Nova's receptionist and communications manager have both resigned. Nova has contracted with an external agency to have coverage at our front desk.

As you know, Nova has contracted with a communications and PR firm to conduct an audit of Nova's internal and external communications. The audit began in late October and should be completed prior to winter break. Because one of the tasks completed during the communications audit will likely be a review and recommendations about the structure of Nova's communications staff and work flow, we will wait to recruit for the communications position until the audit is completed. This will help us find a candidate who possesses the skills necessary to oversee the communications recommended to us by the experts. Until we fill the position, Michelle Maciej and I will be teaming together on Nova's communications.

Communications Audit Listening Sessions

We had the kickoff meeting for the communications audit on Wednesday October 27th. As a part of this meeting, we discussed focus groups with the various stakeholders that we need to hear feedback from. As a result, the consultants have held listening sessions with groups of students, members of the leadership team and members of the Board. They will continue to work to gain feedback from multiple stakeholder groups.

Budget Revision

Nova approved its 2021-2022 budget last spring. Since that time, we have a better understanding of the actual revenues and expenditures that we will see this year. We now know more about grants we are eligible for as well as more concrete numbers around staffing and insurance costs. Because of this, Joe and I have

decided that it would be appropriate to begin work on a 2021-2022 revised budget. We anticipate that this will likely go to the Finance Committee and Board for approval in January.