

**North Cross School**  
**Parents' Association Meeting Minutes**  
**November 12, 2015**

**Attendance:** Laura Arnold, Donna Batzel, Sara Bartlett, Tonya Benson, Molly Burns, Kathy Callis, Susan Card, Elise DeMoss, Cheryl Glose, Pam Haskins, Janine Kess, Maggie Lenkowski, Deena Lugar, Linda Morgan, Marlo Pearson, Ashley Phelps, Gay Pollock, Karen Pruitt, Robin Sells, Kristina Sommer, Heather Taylor, Angela Thomas, Fiona Tower, Susan Wenk.

**Welcome:** Susan Card called the meeting to order at 12:05.

**President's Report:** Thank you all for the Homecoming Support. The PA donated a significant amount of money for the festivities. There was a powder puff game with a pep rally. Everyone had fun. The half time show was so well received. The NCS Raider went to see the children in the Lower School who didn't attend the pep rally. There was a Football game, Homecoming Court and the Homecoming Dance. SCA sold over 140 tickets, 2 years ago only 40 attended. The kids had a great time. The venue was impressed at the excellent behavior of our students. Tickets for the dance paid for the venue

**Treasurer's Report: Karen Pruitt-** The checks written this month have totaled \$1095.00 for homecoming and \$460.99 for the teacher appreciation lunch. Our present balance is \$13,562.13.

**Ellis Hall: Fiona Tower-** no official report from Mrs. Jessee as she has been out sick. Fiona mentioned that the Lower School Musical is the weekend before Thanksgiving. The songs that the two girls performed for the FOTA Coffee House was very good. Last week the Lower School garden supplied the salad for the cafeteria.

**Eaton Hall- Susan Wenk-** On Tuesday, October 13, Eaton Hall students attended an assembly in Fishburn Auditorium with Decca Knight, a breast cancer survivor and representative of Susan G. Komen Virginia Blue Ridge. Decca's speech was part of the Middle School's "Think Pink Day," which raised \$329.25 for breast cancer awareness. The students thoroughly enjoyed our Homecoming Week in October that included special dress days, the Powderpuff Football Game and Halftime Show, the Friday afternoon Pep Rally, the Middle School Homecoming Dance on Friday night, and the Saturday Homecoming games and events. On Tuesday and Friday of Homecoming week, we had intramural events before lunch that highlighted some of the skills used by our fall sports teams, and the students showed great enthusiasm for these games and relays. We are so proud of Andrew Miller's fine work at the Homecoming Choral Concert performance of *Vivaldi's* Gloria on Sunday, October 25. It was a wonderful performance including current North Cross choral students, alumni, and area musicians. On Wednesday, October 28, Rebecca Benson and Bruce Farrell organized a doughnut sale for the United Way, which saw a doughnut sell-out in record time in the Middle School. On Friday, October 30, we held our fall parent-teacher conference day in Eaton Hall. This event was well attended by parents and provided the opportunity for the teachers to share their observations and recommendations with the Middle School parents. On Thursday, November 6, Sergeant Anders will be speaking the Middle School at Break (and the parents and Upper School students later in the day) about Internet safety and appropriate use of social

networks. It is a timely topic and an important message that we will continue to discuss in our advisory groups and MS assemblies. We are currently planning for the November Thanksgiving Basket Drive that has found so much success in past years, and for the Drumstick Dash, where many of our students have volunteered or participated in the past. With the upcoming start of the winter athletic practices, end-of-term exams, and the Thanksgiving Break, the month of November seems to pass quickly. Thanks again for your work and support! Ed Dickenson

**Willis Hall- Donna Batzel-** A lot going on the last few weeks and in the next two (end of term and exams! Homecoming week, spirit week, pep rally and US homecoming dance were all amazing! Great spirit and students were still focused on their academic work as well as our amazing guest speakers from Rwanda. Again, big thanks to Susan Card and Susan Wenk for all they did to support homecoming. The dance at Blue Five - The White Room - was awesome! We had just about 150 students attend - a record for sure. The Thursday and Friday of Homecoming Week, we had 5 team members from iDebate Rwanda here at school giving presentations and visiting classes. They spoke about the recent history of Rwanda including the genocide in 1994 and how the country has emerged from that tragic time period. Three of the team members were school age (two in high school and one in college) and they shared how debate and dialogue are critical to a more harmonious society. This group was sponsored by our Global Studies program and arranged by Mr. Robillard. The social media and internet safety presentation from Sgt. Anders made a big impression on the upper school students - that was during our Thursday Activity Period on Nov. 5. Second annual "Extreme Halloween" fun activity for the upper school included: bobbing for apples, donut on a string competition, the pumpkin throw/role for distance, and marshmallow toss and catch was a big hit. Mr. Belderes is keeping the TV monitor and updated pictures in the common current - lots of great photos chronicling the year. FOTA Coffeehouse was outstanding! What a great night. Thanks to all students that performed and shared their art work. Also thanks to all parents that helped - especially Ellen McGimsey and Jeanne Fishwick. We had a Veteran's Day assembly on Nov 11. Mr. Lake, Mr. Hash, and Mr. Wilde all spoke about their experiences and honored all our men and women that have served our country. Thanksgiving Meal Drive is underway - two highlights - the Central Baptist Church will match our NCS donations in terms of number of baskets, and Aldi Supermarket over on Hershberger will be providing \$25 gift cards for each basket as well. US students can get community service hours by helping on Tuesday Nov 24 with the meal baskets and/or they can get community service hours by helping at the Rescue Mission before Thanksgiving or on Thanksgiving morning with regards to the DrumStick Dash - see Mr. Hash or Mr. Thompson for details. Happy Turkey Day - Mark T

**Ways and Means: Susie Wagoner-** no report

**Community: Kathy Callis & Kristina Sommer-** Kathy thanked everyone for their help with the Faculty and Staff appreciation day. It was definitely appreciated. Mrs. Daly sent a thank you note. Bonfire is being coordinated with Rebekah, Dr. Proctor's Assistant. They are looking to have games for the kids, maybe something that glows in the dark. What Community needs from the PA is volunteers. There will be simple foods, hot dogs and cookies. They need help monitoring the children. Kathy's concerns are in regards to the perimeter, because the kids like to go to the edge of the darkness. Also, as the night goes on people become more comfortable with the Bonfire and the kids sometimes like to stick sticks in it.

Kathy is thinking about having people take turns monitoring the fire. Rebekah Bradley is working on how to construct the stage and what music that will be played. Susan Card reminded us that last year we donated toys. PA has been given the rights to decide where the toys that are donated this year will be given. It would be nice if we could come up with 1 or 2 charities where we could donate the toys. Boxes can be placed in each division for collection. Last year we split the toys between 2 locations. We are open to suggestions. Donna Batzel mentioned that CHIP values the toys greatly. They serve children 7 and under. Books and educational toys are always appreciated. CHIP stands for Child Health Investment Partnership. It was started by a retired Pediatrician, Douglas Pierce. Pam Haskins also mentioned that we also gave to Turning Point. It is a domestic violence shelter for woman and children. Meschelle Bibby added that we may consider Turning Point over CHIP at the holidays because CHIP does their own program which brings in a great deal of donations. So, if we are better looking to serve a group, Turning Point might be the better option at the Holidays. Susan Card explained that we could do both, which is what we did last year. We will need to get someone to place boxes in each of the divisions. We can also bring a box to the bonfire.

**Development-** Pam Haskins- Jennifer Burtch states they are in need of 2 more volunteers to help with Grandparent's day on December 18 to help with taking photographs of the Grandparents and the children. That would be from 8:20-10:15. Annual Fund-The Annual Fund as of 10/31/15 was \$114,936, the goal is \$350,000. The next appeal will be from Dr Proctor on 11/12, then a Finance 101 video message to all constituents in the coming weeks. Campaign chairs, John and Donna Batzel, will deliver a video appeal in mid-December to all constituencies via email, and we will have our end of the calendar year reminder to everyone on 12/29/15. Faculty and Staff giving is at 94% participation. Trustees are at 100%. Parents are at 9%. **Fundraising Special Events:** The Gala- The theme is a James Bond inspired, "From Roanoke with Love". The bands' name is Groove Town, check them out, they're going to be great. We still need corporate sponsors at the \$5,000, and \$2,500 level, it's a great way to promote your business and entertain your customers. Bluegrass and BBQ netted an additional \$3,025 this year. Robin and Bob Sells are our co-chairs. Kroger /Rebate Fundraisers- PA received a \$3,966 check in September and retained 100%. Please link your Kroger Plus account to the school. Big Flea

We now have a way to store items with the new storage building and the school had a trailer donated to it so we can pick up items. We are receiving donations on Mondays at 3 in "Meet Me Mondays", and the storage building is filling up. Our co-chairs are Elise and Zack DeMoss. **CrossWalk-** There is a fundraising goal for CrossWalk. Kit and the Development office will work to locate individuals or business that want to see this program successful in the Roanoke Valley or fund scholarships for needed children.

**Cook Athletic Field-** As of this writing we have 132 donors who have made gifts or pledges of \$149,418. Our goal is \$360,000 in gifts and pledges by May 30th, so we can have a field ready for play in the fall of 2016. That would cover soccer, field hockey and lacrosse.

**Admissions: Deena Lugar- Admission Update from Amy Jackson** Total enrollment at 487. 1 new student since last meeting (8<sup>th</sup> grade). 1 student withdrew (ECP3) and an international student (11<sup>th</sup> grade) was not able to enroll as expected because of Visa issues. Several additional families are currently considering a mid-year move, includes each division. **November 3 Admission Events-11**

attended. 2 additional families scheduled other times the same week. Similar numbers to last year (which were much higher than the same event in 2013). The event was promoted through Crossties, the school website, cards backpacked home through the Lower School, Second Presbyterian (individual parent request; multiple preschools receive information for Jan. to May events), a direct email "ad" with online registration to all inquiries, and a FaceBook campaign. **58 current inquiries for 2016-17** -- several more than last year at this time (45).

**Education: Angela Thomas-** Angela doesn't have that much to report at this time. She did want to mention the Lower School Coffee which was unexpectedly cancelled, will be rescheduled at a future date and time.

**Boosters: Marlo Pearson-** Marlo reported that the food trucks at Homecoming were a huge success and they raised some good money. Something else they did at homecoming this year was have kids march in a parade to the Homecoming Game. Each child received a pompom or an old fashioned NCS felt pennant. Lee Kephart, NCS Art Teacher, had kids make big banners that the football team ran through. It was a great way to get the Lower School involved. Homecoming is a family affair. Boosters is doing a Greenery Sale. Townside Gardens is supplying the items. Great quality. There are forms on the website, which is due on Nov. 18. Items ordered will be picked up at the CAC. Potluck Dinner is being held Monday, November 16, for winter sports. Great way to meet the coaches.

**FOTA-** Susan Card read a report from Ellen McGimsey- Our third annual FOTA Coffeehouse was held on Friday, November 6<sup>th</sup> at the Whitman Theater on the campus of Virginia Western Community College. Over 275 people attended to enjoy student art and 13 different performing acts. More than 60 artists showed their work and over 50 students participated in the performance. It was a wonderful showcase of North Cross talent and raised over \$5,000 for the Fine Arts department. Thank you to everyone who attended and donated baked goods and waters! That night we also announced a new initiative to raise money to replace the pianos on campus with one new and three refurbished Yamaha U series pianos. This will be a multi-year effort. Each year a percentage of the money raised by Friends of the Arts will be set aside for this fund. For the rest of the year, we will be encouraging families to "Buy a Key" at all of the events we participate in. Each key (on the piano) is \$50 or an octave for \$300. More will be forthcoming about this campaign. Our next events will be selling concessions at the LS Musical on November 20 & 21 and then the winter band and choral concerts in December. Venue at Virginia Western was great!

**Old Business-** Minutes from the September and October meetings were approved.

**New Business:** Susan Card- we are sending out a form for people to sign up for the different committees on PA. These committees include Ways and Means, Community, Development, Admissions, and Education. Big Flea update from Elise De Moss. The storage shed is filling up. We need more things so please put the word out. Especially big ticket items. They have couches and a piano but they need more. Elise and Zack are ready to go pick up items at people's homes as needed. Elise sent out a form requesting committee members. Elise's plan is to meet 1-2 times right before the event with the committee. Sometime in February and March. Most all of the work will be done the week of the event.

Everything will be moved over to the CAC on April 2<sup>nd</sup> and the Big Flea will be held on April 9<sup>th</sup>. Elise would like to designate specific areas to people. Susan Card explained that she, Fiona Tower, Janine Kess and Molly Burns attended the Dangers of Social Media and Internet Safety Parent workshop. It was held last week and it will be held again November 17, 5:30-7:30 in the Dining Hall. It is quite an eye opening experience and extremely informative. Information that can be shared and accessed is scary. On December 3, Dr. Proctor would like to have a special meeting with the PA at Noon. The school has a new marketing initiative for admission. This is something they have seen go well at other schools and colleges. What they are seeing is that people visit the NCS webpage, click on tuition and fees and click away. 70% of people who visit that page never return. Part is due to sticker shock. There is a way to make it more appealing to people so they will consider the school. There will now be a tuition range. They are calling it tailored tuition. People will still have to fill out the form. It is an admission marketing tool to encourage people to consider the school. This is governed by an outside agency that the forms are submitted to call SSA. SSA determines the amount that a family can afford to pay for tuition based on the financial information that is submitted. There are rules and regulations. Dr. Proctor wants to discuss this with the PA and get our feedback. The NCS Board thinks that it will be a good marketing tool, it will not change the tuition that anyone pays, unless they qualify for financial aid. Currently there are 30-40 empty seats at NCS that could be filled. Please participate in this discussion. In the past the PA has supplemented the Holiday Collection for the faculty and staff. The Lower School classes each collect money for the teachers themselves and the Middle and Upper school collect money collectively and distribute it evenly based on their full or part time status in the division. We are doing that again this year. The class parents should send this out, sometimes the class mothers do that in the lower school. PA supplements all this in an effort to balance the amount out. Two years ago we donated \$3,000 and last year \$3,400 to the fund. It goes to everyone on the faculty and staff with the exception of maintenance who receive a gift from the school. We need to decide if we will do this again this year and what amount. As stated we have \$13,000 currently in our account. A motion was made to approve the contribution from the PA up to the amount of \$3,500 for the faculty and staff holiday collection. Motion approved. This letter needs to go out when we return from Thanksgiving. Molly Burns has a letter to be forwarded for this holiday collection.

Meeting Adjourned at 1:05