

# IMA Board Meeting

## Meeting Date

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April 15<sup>th</sup>, 2019

## Meeting Attendants

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Leslie Paulson

Jana Hunzicker

Prasad Parupalli

Mike Render

Ruchi Bhatia: Attended as a staff observer

## Meeting Agenda

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1. IMA business metrics

Programs

Enrollment

Instructors / coaches etc.

**1Q financials**

2 update on the 2019 Math Bowl

January results and decisions. New plans

Number of contestants we had and what we now expect for new date

3 Video game contest

Location, date, program plan including judges and publicity

Expected teams. Video preview from some of the high school teams.

4. IMA initiatives

Web site development

Linkage to Facebook

Staff development

5 Board member feedback from survey

6. Committee's being formed

- Fundraising Committee
- Marketing and Community outreach (how can we attract additional demographics children and/or expand to other locations)
- Programs

Closing and Next Board meeting

## Meeting Minutes

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Meenakshy Aiyer was unable to attend. Sandra Wilson offered her resignation due to other responsibilities

Mike Render called the meeting to order.

Prasad presented a set of slides as shown on the bottom of this note. First items were the metrics from IMA. These covered class attendance, teacher / coach listings and financial metrics. It was noted that our class sizes in general are down due to both lack of coaching staff in key areas as well as a need to improve our marketing and social media presence. Encouraging areas include the growth and interest by PPS for SAT/ ACT prep as well as the interest in the pilot video game contest. However it's clear we need to get refocused on Mental Math, Legos, and iOT. Girls Who Code continues to be going well.

The discussion around our financials noted that we have programs that we are able to charge tuition and those we don't. Programs that require the parent to sign their child up for the class allow us to charge. Programs that are based on the student volunteering on their own to sign up and work with only their own motivation are classes we are not able to recoup costs and thus must be funded by charitable contributions. This is an acceptable strategy according to the Board.

The Math Bowl /Video Game Contest will be held at Bradley on May 4. The agenda for the day is included in the slide package.

Jana provided a room plan for the May 4 Math Bowl and Video Game Contest. We will be able to get in and do a bit of preliminary setup on Friday May 3 from 4-5. And then will be able to get into the room on Saturday May 4 starting at 7. We can bring in pizza and cookies for the kids. We should plan to bring in water bottles for the kids and parents. We will also plan to have a room with some coffee and snacks for the volunteers.

Ruchi went thru much of the work she has been doing with the social media sites, including Facebook. She discussed the work that is going on toward getting our web site rewritten and the potential to update our YouTube site. She also showed us copies of the IMA books she has developed for our Mental Math program. These will allow us to both personalize our program and to save cost of buying standard books.

We then covered the feedback from the Board survey which was recently done. The discussion that came out from this discussion brought out many great points. Following are action items.

Invite other staff members to the Board meetings in the future and if it makes sense ask them to discuss what they do for IMA

Consider a program for boys around the need for programming. This could be a version of boys who code or a better focus on boys for programs like iOT. We should report in July on our thoughts

Add to our Board. Jana will contact Sharon Weiss, Superintendent of Schools Catholic Diocese of Peoria school system. Prasad and Jana will try to convince Dr Susan Grzanich, Innovation and Grants Officer, Peoria Public Schools to join the Board ( her PPS contacts and her work on grants would be very helpful). If needed Leslie will contact Noreen Dillon from St Marks. Mike will contact Janice Luckich to see if she would be willing to be a member or has another suggestion from the Homeschool groups.

We also discussed the need to grow our visibility thru a marketing approach. The money to do this work as well as the money to fund programs that don't have tuition will require either some significant donor funding or grant monies. We need some outside resource to help us know what grants to apply for and someone to write the grants. Jana suggested that she contact Dr Bob Wolffe, retiring Professor from

Bradley Education Dept, Dr Wolffe has experience in the grant area as a potential Board member or as a paid consultant. Leslie suggested that if that does not pan out we contact Susan Zamuda from United Way to discuss options.

The Next Board meeting was set for July 1 at 5:30. Hopefully we will have at least one new Board member.

submitted by  
Mike Render