



*Learners inspiring learners to be inquisitive in life, principled in character, and bold in vision.*

## American School of Brasilia

### Board Meeting – December 10, 2019: 16:00 - 18:00

#### Composition of the Board of Directors

Position	Nominee	Initials	Date of Entrance
President	Ms. Annette Windmeisser	AW	June 5, 2018
Vice President	Mr. Mark Pannell	MP	July 1, 2019
Secretary	Ms. Márcia Farias	MF	August 8, 2016
Treasurer	Ms. Julia Staunig	JS	February 19, 2019
Board Member	Ms. Anne Posthuma	AP	February 24, 2015
Board Member	Mr. João Victor Mokdissi	JV	August 8, 2016
Board Member	Ms. Megan Gernes	MG	July 1, 2019
Board Member	Ms. Anna More	AM	May 22, 2018
Board Member	Ms. Rebecca Clark	RC	July 1, 2019
Board Member	Mr. Kirn Braich	KB	July 1, 2019
Board Member	Mr. Caio Prado	CP	June 15, 2012
Board Member	Mr. John Njenga	JN	April 23, 2019
Head of School	Mr. Allan Bredy (Ex-Officio)	AB	July 1, 2017

#### ATTENDANCE

Signature (If in Attendance) / N/A (If Not in Attendance)

Annette Windmeisser (President)

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Mark Pannell (Vice President)

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Márcia Farias (Secretary)

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Julia Staunig (Treasurer)

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Anne Caroline Posthuma

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Caio Prado

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Anne Moore

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João Victor Mokdissi

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Kirn Braich

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John Njenga

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Rebecca Clark

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Megan Gernes

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## MEETING MINUTES

- Members Joining the Board: None
- Members Leaving the Board: None

### Call to Order at 16:06

#### 1. Consent Agenda

- November Board Meeting Minutes
- November Board Meeting Self-Evaluation Summary

4 = Strongly Agree; 3 = Agree; 2 = Disagree; 1 = Strongly Disagree

- All board members arrive on time:
- It was evident that all board members were prepared for the meeting, including reading the board materials in advance:
- The discussion was focused and stayed on each topic at hand:
- The different topics were not over-discussed:
- Board members worked to seek consensus:
- The board chair expedited the meeting, appropriately cutting off or re-focusing discussion as needed:
- As a board member, I have had the opportunity to be heard on issues discussed at this meeting:
- The agenda was:
  - a. Too ambitious -
  - b. Just right –
  - c. Poorly planned -
  - d. A waste of the board's time -

#### 2. Strategic Plan with descriptors and measurement

- MP and the HOS presented the Strategic Plan.
- JS suggested that the wording on the Master Plan should be tested by the communications firm that is to be hired.
- The HOS informed the Board of Directors that the measurement piece is likely to have some modification towards perceptions. EAB's measurements will be where the parents understand that the school is improving.
- The one page Strategic Plan has been modified as well, having nine points developed.
  - MG moved the action



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- MP seconded
- All in favor

### **3. Communication Report**

- Liz Sullivan contacted Gustavo Krieger, the crisis manager who helped with the communication after the canteen and supply incident, and he referenced a US based communications specialist called Jeffrey Group that has an office in Brasilia.
- Liz Sullivan invited the director to EAB to have an informal conversation to talk about important deliverables for RFPs for a comprehensive strategic communication plan that is not only based in PR.
- The Board of Directors agree EAB needs to have a firm that will project EAB in the wider international community and urged the committee not to look into just one company.
- The Communication Task Force consists of nine members, MP, AB, JS, JV, MF, Liz Sullivan, David Bair and Rafael Moura.
- AW presented her idea that associates Brazil and Brasilia to EAB, using various colour schemes while still maintaining the logo identity (red, white and black) . AW will share her ideas via email.

The Board Meeting ended at 17:00 and the board members went into executive session.

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Board President  
Annette Windmeiser

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Board Secretary  
Marcia Farias