

# Kaleidoscope Board Meeting Minutes (2)

Location: Zoom

Thursday, Jan. 27, 2022, | 6:30 – 7:30 p.m. EST

## Kaleidoscope Mission

*We provide learning experiences and support for Keweenaw families to further their educational pursuits.*

## Kaleidoscope Values

- We are inclusive
- We are non-discriminatory
- We operate in a collegial spirit
- We embrace mutual respect
- We strive to embrace many educational philosophies

Meeting called to order at 6:45 p.m. by Chris Amidon

## Attendees:

Board Members Present: Chris Amidon, Ruth Gill, Kiko de Melo e Silva

Board Members Absent: Rita Kranz, Art Pontynen

Staff Present: Michelle Nielson, Shannon Hilaire

## 1. MISSION STATEMENT

- Current: *We provide learning experiences and support for Keweenaw families to further their educational pursuits*
- Suggested Change: *Kaleidoscope provides holistic support and engaging learning experiences to families through classes, workshops, and community events to enhance educational opportunities*
- Michelle sent out document compiled with suggestions from staff, board, etc. and brainstormed a mission statement. Suggested change shared with the team.
- It clearly states what we do; provides support and learning experiences  
How we do it; classes, workshops, and community events  
And why; to enhance educational opportunities
- Suggestions from the group: shorten; remove the word “workshops”; remove the word “family”; possibly move “community” to ahead of the words “families through classes,”
- Ruth suggests taking a step back to discuss what we do, before writing the statement.
- Kiko comments that we our mission statement feels aspirational, rather than where the organization currently is

## 2. WEBSITE DESCRIPTION

- Current: *We provide weekly online Virtual Electives and in-person Optional Learning Experience classes to families residing in Houghton, MI and the surrounding Keweenaw area, including at our Kaleidoscope L'Anse learning center.*
- Suggested Change: *Kaleidoscope provides virtual electives and in-person learning experiences to families in the Keweenaw area. Classes and activities are currently offered at our L'Anse Learning Center and will be expanded to our new Hancock location in Fall 2022.*
- No suggestions from group; group all agrees that including the word “nonprofit” is important on the website landing page

## 3. DIVERSITY, EQUITY & INCLUSION STATEMENT

- Suggested Statement: *At Kaleidoscope, we don't just accept difference—we celebrate it, we support it, and we thrive on it for the benefit of our students, our employees, our students, and our community. We are proud to be an equal opportunity workplace and is an affirmative action employer. Kaleidoscope is committed to equal employment opportunity regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status.*
- No suggestions from group

## 4. OUTWARD FACING MARKETING MATERIALS

- Erin and Erin have begun working on a flier, shared with the group.
  1. Add community events, to match the new Mission Statement
  2. Add age range
  3. What is a “Virtual Elective” --- this is internal language. Differentiate the virtual vs. in-person events.
  4. Many of these items listed are not put on by Kaleidoscope. Does the flier imply that?
  5. Next steps: follow up conversation with Erin & Erin for details; then send to Board for final approval
- Additional photography to come; photos being taken this week
- Discussion on the word “alternative” in materials

**Next meeting:** Thursday, Feb. 10

**Meeting adjourned:** 7:46 p.m.