

# President's Report

The board has been very busy this past year. We are focusing on working with the faculty to ensure that processes and procedures are in place to facilitate effective discussion and decision-making, and working with them to come up with ways to attract new students. Some highlights from the 2015-2016 year:

- The primary focus of the Board of Directors for the 2015-2016 school year was around advertising to help draw in new students and resource development to bring additional funds to the school. This included running an Open House in January and looking at opportunities for our school to advertise or provide information to parents of young children.
- We launched our first ever Black and White sale in the spring of 2016. Parents were invited to drop off old performance clothes, which were then made available for purchase by other Suzuki parents for a very low fee. We received positive feedback from all parents who were lucky enough to find clothes in their child's size. We will be bringing the Black and White sale back again this year, so keep a look out for information!
- The School Survey was administered and results were positive. The Board and Faculty are working on some points we received during the feedback. We appreciate any feedback you can provide throughout the year.
- Due to the departure of Kailey at the end of the 2014-2015 school year and the loss of some students as they explored other interests, the number of students registered with our school last year was less than was anticipated. We finished the year approximately 20 students under budget, which contributed to the deficit that will be discussed in the treasurer's report by Anne McKerral. The Board worked with Liko and Michelle consistently throughout the year to ensure the deficit was managed and reduced to the greatest extent possible.

The focus for board of directors for the 2016-2017 school year will include

- Advertising and marketing of the school, the skills of our faculty and the benefits of Suzuki-Method musical education. This will include participating in the Ottawa Parent & Child Expo in April 2017.
- Further use of technology to improve registration and payment processes.
- Continuing to maintain smooth and consistent communication between the Board, General Manager, Artistic Director, Assistant Artistic Director and Faculty.

If you know of anyone who has specialty in marketing who is looking to volunteer time as a general volunteer or member of the Board of Directors, or through the provision of pro-bono services, please have them contact either myself, Liko or Susan Woollorton.

As part of the annual general meeting, as required by the *Canada Not-for-Profit Corporations Act*, we are proposing a resolution to the membership to dispense with the requirement of appointing a public accountant for the upcoming financial year ending August 31, 2017. Hiring a public accountant will significantly cut into the funds of the school. It is the opinion of the Board of Directors that we currently have sufficient protection in place for Members due to Anne McKerral, our Treasurer, being a volunteer of the general public, without any association to the school other than her position as a Board Member.

The new Executive positions will be elected at the upcoming board meeting on Monday and will be posted on the NCSSM website shortly after.

Alycia Niles, President  
president@suzukimusic.ca