

Transcript Town Hall 3.28.20

Starts at 19:40 / 19:52

(CC Advertisement: Robert Bortins, CEO Classical Conversations Inc. speaking)

The Hebrew word, “avodh” is the root word for work and worship. As Christians, our work is part of our worship because that’s what God tells us in the Bible, to do all things unto Him. The Impact 360 Institute teamed up with Barna to do a study of Generation Z and they found that only 1/3 of Gen Z-ers believe in Absolute Truth and that it could be known. As Christians that’s a big problem because we believe Jesus is the way, the TRUTH, and the life.

Classical Conversations’ mission is to know God and to make Him known. Our act of worship is to partner with families who want their children to receive a classical, Christian education.

We believe truth can be known and that parents are the first and best teachers for their children. So we equip parents by training them in classical education and equipping them through community. Proverbs 25:2 tells us It is the glory of God to conceal a matter, to search a matter out is the glory of kings. We believe that as brothers and sisters to Christ, we are prince and princesses in the kingdom of heaven. God reveals Himself in His creation, Romans 1:20. When we teach our kids reading, writing, and arithmetic, we are teaching them about our Lord and Savior. It is the foundation of any true education to seek truth. Every year Classical Conversations surveys our graduates and this past year we found that 89% said that their faith was strengthened by attending a licensed Classical Conversations community AND 98% rated the quality of Classical Conversations programs as higher than other programs that they had experienced.

If you want to know more you can find out at ClassicalConversations.com

21:58 transition to new advertisement

(Brad Steele, Pastor at First Baptist Church, Alachua, FL Speaking)

Classical Conversations was a natural fit for us, they came and approached us about having their classes meet here on Tuesdays during the week and, of course, we said, “Absolutely!” We’d love to do that.”

I think that the public school system has failed us. Partnering with Classical Conversations benefits our church because we are able to partner with our community and say, “We are with you. We know that you are trying to pour a Biblical Worldview into your children and we support that.” And if we let you use a building for a couple hours a day during the week that is sitting vacant, sign me up. Our mission is to equip saints for the work of the ministry and it starts with worship. It starts with stepping away from yourself and acknowledging God as the giver of all things.

It just makes sense that we would want to partner with an organization that feels the same way and, if everything we do is an act of worship and should be done “as unto the Lord” as the Scriptures say, it shouldn’t stop at 12 o’clock on Sunday afternoon. And so, when we have a group like Classical Conversations that can come in and teach that same worldview and they’re equipping their children for the works of the ministry through education it’s just a good fit, it’s just something that we need to do, something we need to celebrate, something we need to embrace, it’s something we need to support, and I think it’s a great extension of what the church is doing and then saying, “Ok, Classical Conversations, you got Tuesday. Let’s do it again on Tuesday.”

We have to partner with that it's not op-, I don't think it's optional. If someone were to ask me if they should host a Classical Conversations I would say, "Pray about it, but it's -, I think it's a done deal. I think if you have the space and you have the time and you can use that facility to equip kids in a way that is bringing glory to the Lord, I mean, open the door. You've gotta walk through there, you've gotta do it."

24:02 transition to new advertisement
(Robert Bortins, CEO of Classical Conversations Speaking)

CC+ has been just such a blessing to Classical Conversations and all the families in CC. I think so far we've saved nearly \$4 million together for those families and their students.

Besides just kind of recognizing the work that all these students are doing as college level work can you talk a little bit about... just a little bit what you've heard from your professors here?

Dr. Meghan Griffin, Professor Southeastern University Speaking:
Absolutely, so CC+ has been really exciting for us because, based on what I see, CC students are well-loved on our campus, um, we have professors angling for more of them, so, "How can I get more CC+ students in my classes?"

RB: Wow

MG: CC students have a reputation and it's a really positive one, so, good job, Moms, you're doing a great job preparing students for college.

RB: That's good. Yeah, I love that you brought up moms because, you know, CC+ kind of validates some of what the moms are doing and validates that homeschooling works for these kids, um, but I still feel like the homeschool moms and the work and effort that they put into it isn't really validated by society like it ought to be. Can you talk a little bit about just how, how that's...?

MG: Yeah, so ... I've worked at four college campuses, I know a lot of professors, and CC moms are still the smartest people I know. So when I think about hiring, you know, the most qualified faculty to teach, I.. I want CC parents, that's who I think of because they have a deep, rich, whole education.

RB: Well, at Classical Conversations we often say that we are redeeming two educations at once.

MG: Yeah.

RB: We say that because that's what we hear from our customers, those homeschooling moms and dads, that they just learn so much.

25:46 transition to live view
(Robert Bortins, CEO of Classical Conversations Speaking)

Alright, I think we're live.

Welcome, everyone, to our virtual town hall. We are excited to be with you today, uh, we're disappointed that we couldn't be with you in person. Uh, This is the first of many town halls we'll start having throughout the year, um, we're planning on another one in late July, um, as well, that will be in association with our Sales Orientation going on, um, with our new SRs, assuming that everything is back to normal at that time.

And so, I just thank you, um, I was looking forward to having, uh, many of you in person, um, but obviously that isn't possible right now, and, uh, I just wanted to say thank you guys so much for all the grace you guys have been offering to your families and all the flexibility and I hope that we've been able to help you, uh, in this unprecedented time, um, from the home office,

Uh, we've been working quite literally around the clock trying to stay on top of the latest news and, um, just getting you guys the tools and information that you guys need to, uh, continue to finish off the school year strong and well and, uh...

Just really been blessed, um, by the preparation God has had for us. The fact that six months ago we decided that, uh, our topic for the great... GHC, and Teach them Diligently, TTD, was going to be on "What would you do if you had to homeschool and there was no, uh, government institutions, there was no institutions to send your kids to?" And so that was six months ago that we made a decision to talk about that and prepare for that. And, of course, my mom, Leigh, for years has always said "You know, what would happen, um, if all the schools shut down one day, like, how would you help your neighbor, how would you love them well?"

And so, we've been talking and thinking about this, you know, not... you know, not wanting obviously a pandemic or anything like that to happen, but just, um, preparing our people, um, to be the boots on the ground, um, the hands and feet of the Lord to their neighbor at this time and so I've just heard so many wonderful stories, um, it's been great just seeing you guys get on the news or have articles or getting on Facebook, um, and just saying, "Hey, I'm here to help, I've been doing this, um, for however many years and happy to, um, help you guys figure out what you're doing. And so the Lord has put us here on the earth, um, for such a time as this and I just thank you guys for that.

Um...

28:31

Even in this time of uncertainty there are a few things that remain stable. One, our God was not surprised by this, um, He loves us, He knows every hair on our head and, and, uh, you know, He has a plan for us and we just pray that, uh, we walk in His plan uh, during all of this. And secondly, our love for our Directors. Um, we love our Directors. That has never changed, um, you know my mom's a Director, has been a Director in the past, uh, most of our, uh, employees have wives or husbands that Direct or they Direct themselves, and so, Directors the heart and soul of Classical Conversations and our support for them, and that's never been wavering either.

Ah, I just appreciate that we all came together, rose to this challenge ahead of us, um, and we continue to look forward to the future. The future of homeschooling is exciting and, uh, even though we know that we're all doing our best to follow directions now and make wise decisions for our families, um, we do know that this, too, will pass, uh, that this was a season that we're in, and, um, we are preparing for the future. We continue to push ahead at Classical Conversations to make sure that when we do return to normal, um, hopefully soon, uh, that we are prepared to continue on having our practicums and um, starting the next school year well, and just making sure that we're serving you better, uh, every single year. And that's what our focus is right now.

Um...

We're looking forward to those face-to-face events. I know, um, looking forward to the family reunion at practicums, uh, this year as well, uh, just gonna be a joyful time after so many of our seasons, uh, were cut short this year, um, and not being able to meet in many areas, uh, on a weekly basis like we've become accustomed to uh, so... just thank you so much.

30:31

You know, we had a big survey that we sent out, we really appreciate the open, honest feedback that we've received, uh, it's been super helpful for us. Um, it kind of validated a lot of things that we were already working on and gave us some more ideas on things that we could, uh, do better on just to serve you. Um, and so we're going to go through those five main areas of feedback first today, um, and then, of course, we've got a big announcement which you guys are going to hear first and then you know, roughly an hour later, um, we'll announce our, uh, new information, uh, to the world.

31:11

So. First, uh, topic. The number one issue, uh, that arose, um, from the survey was the business training, uh, aspect of Classical Conversations and being a small business owner. Um, just through our guidance with our legal teams and, um, information, uh, you know, we know that we have very good business practices, um, and continue to get that feedback. Uh, we know that this was kind of generated by some, uh, moms or... who thought that maybe we were doing some things wrong and didn't really understand what the law and what the separation of church and state really meant. Um, and so, they continue to have different accusations that they hurl at us, um, but luckily they put them on the internet, and we are able to go research 'em for us and, uh, get our legal team to research and just make sure that we're above board in everything that we do and, of course, we are, of course, we continue to work on that.

Um, one of the things that... was this church letter. Kind of, how we've been dealing with it, um, as different, uh, churches may or may not have information that they need. Uh, we really support them because it's a state church relationship and we help and we've guided a number of churches, uh, through, through this process well. And so we have not had any issues, uh, with the letter and with churches getting fines or anything like that so, um, it's just been not, a non-issue. Um, I did have a nice letter. Um, one state, uh, our home state of North Carolina, did state... uh, directly come to Classical Conversations...

[audio cuts out and the following letter, on letterhead, appears on the screen]

February 28, 2020

John J. Collins
Classical Conversations
255 Air Tool Drive
Southern Pines, NC 28387

RE: Request for Communication

Mr. Collins,

Thank you for your letter of November 27, 2019. Please excuse the lateness of this response.

Having reviewed your letter, I find that you have answered all of my questions. It would seem that everything is in order regarding the exempt status of churches participating in your program. I find nothing about Classical Conversations as described in your response to

threaten the exemption of participating churches. Further, I have shared your letter with every Assessor in North Carolina, and all feedback received has agreed with this opinion.

At this time my inquiry into Classical Conversations is closed. Please let me know if you have any questions or if I may assist you in any way.

Sincerely,

Jeremy K. Akin
Tax Administrator
Alamance County Tax Department
(336) 570-4119

33:23 [audio comes back]

... in your program. I find nothing about Classical Conversations as described in your response to threaten the exemption of participating churches. Further, I have shared your letter with every Assessor in North Carolina, and all the feedback received has agreed with this opinion. At this time my inquiry into Classical Conversations is closed. Please let me know if you have any questions or I may assist you in any way. Sincerely, Jeremy Akins the tax administrator.

33:47

So we've shared that with the North Carolina Directors, uh, after we had received that letter, um, and got... got the ok, so, we... we hope, and we are working, you know, with the different states as they come to us, and we'll continue to do that and, of course, having this letter is a powerful statement and testimony to Classical Conversations' integrity and will also help answering, um, other states, should they inquire upon it. You know, most states seem to know that there isn't an issue and are just ignoring it as they ought to.

Um, so there's been zero instances in our history that we are aware of that we've had any bad business practices, um, or any instances of Directors having business practices that weren't in alignment, uh, with local rules and so, um, you know, if that ever changes, uh, we will definitely be active in that communication on what needs to be done.

Uh, we did have one state, California, change their laws on... uh, we do monitor the state laws to make sure they aren't changing. Unfortunately, uh, in California, due to the nature of the law change we had to, uh, increase prices because the cost of doing business in California really increased significantly. And so we had to, um, cover that so we could continue to support those families there. And, uh, really that's been our drive since the beginning is to keep costs low and value really high for families, um, because we know that homeschoolers, we're homeschoolers ourself, um, you know, single income families and we know that, uh, money is always, uh, being budgeted here or there, and that we need to do a good job helping you steward that money and not, uh, be negative, um, a negative influence on that.

That was one of the reasons that we cancelled our Spirit Week sale was we knew that there was a number of people who, uh, may have lost their jobs or just, um, didn't know what the future was holding and we didn't want to tempt people to spend money when it was in our opinion a good time to try to, um, conserve cash, uh, in the family just like, uh, we're trying to do here, um, in the home office just to make sure we continue to service you guys well.

35:56

Um, so we will, in the future, uh, have additional, uh, business guidance for you. Um, we want to train you on what you guys need, uh, to be successful. And that's really... we know you're busy, we know you've got family, um, and you've got families you're supporting and so taking a lot of time to train you on something that's never happened before and our legal team says, "Nope, there's no reason to think it will happen again," um, you know, that's why there wasn't as much business training in the past. But you guys asked for it and we'll deliver it for ya.