

Minutes for Achievement Charter Academy Board Meeting

January 11, 2022

Meeting call to order by Ryan Denney at 4:38 pm on January 11th. Kira read the mission statement. Quorum recognized for continuation of meeting. Agenda approved. (Becky, Barbara).

In attendance: Leaja Horne, Barbara Marchioni, Ryan Denney, Nancy Herrick, Becky Winchester, Kira Royal, and one guest: Bob Bedi. Absent: Ray Strain, Cindy Pierce, Jason Smith and Michael Payne.

Media Integration Report: Bob Bedi (Media Integrations LLC) reported on the marketing efforts that have been put into action. The enrollment campaign has performed well so far. The English version began on January 3rd and has reached over 22k people, with 6.5k people engaged, 6k plays of the video and 434 links clicked. The English version spend so far is \$313.59. The Spanish version launched yesterday, on Jan 10th and has generated 28 clicks already. When the campaign began we had 10 applicants and we are now up to 47. Leaja provided updated open seats by classroom to Bob. The total number is still 80. The intent to return is open to current families right now and they are asked to respond by the end of the month. Approximately half have responded already and less than 10% of those who have responded do not plan to return.

The cadence of Facebook posts slowed over the holiday break and resumed when school did. A newsletter was sent to parents over the holidays that had a 61% open rate (most have 20%) and a 5% click through rate of the video.

There's been an uptick on activity year over year on the website. 400/1,800 page views were to the enrollment page. Most traffic (285) is coming from Facebook, but a large majority (287) is also coming from Google.

A long-form school video tour will be finalized by the end of next week. Shorter versions for each classroom will be created from it. There is an information session planned for Jan 24th at 6:30pm. We are also considering attending the School Choice Fair in Raleigh on Jan 22nd.

New signage was designed and delivered to the school last week.

The Director of School Report followed:

Enrollment: Current enrollment of 159. 22 withdrawals since August 2021. Reasons were a combination of things: return to base school was the primary reason, followed by relocation, not a good fit, return to homeschool, COVID/health policies, distance between home & school, and model (new category added as of 12/15/21).

COVID: There was an update to Safe Schools that decreased the number of days of quarantine and requires masking after exposure, even if masks are optional. There are 2 active student cases, 7 school based quarantines and 4 family based quarantines.

Discipline: Due to the shortened school month, there were not a lot of behavioral issues in December.

Student success: The MClass window opened yesterday. Leaja will have an update at next month's Board meeting.

Parent engagement: The school improvement team met on 1/7 and is working on updating their goals.

Student survey: The student perception survey is open. Leaja will have an update at next month's Board meeting.

Finance: The ADM hold harmless does not apply because we were not open in the year's stated, so ADM is = 170. Mary is updating the budget for the Finance Committee meeting on January 25th. All full-time staff got a \$1,000 bonus in December and will be receiving an additional \$500 bonus in January. Part-time staff got a \$500 bonus. PRC 203 would provide an additional \$1,000 a one-time, lump sum for every qualifying teacher whose salary is supported from State funds and who, as of January 1, 2022, is employed as a teacher in a public school. The governing body of each public school must determine whether an individual teacher or instructional support staff is a qualifying teacher for the purposes of receiving the bonuses. There is a total of \$10,700 available under PRC 203. The Board discussed the list of qualifying teachers who would be eligible for the bonus. If the Board decided to include instructional support staff, it would cost the school \$6,000. If the Board decided to include only teachers, it would cost the school \$1,300.

HR: There is currently one opening for a classroom teacher for a new small setting classroom.

Action items: Kira moved, Barbara seconded, to continue with masks being optional (except for the Safe Schools required masking following an exposure/diagnosis). Barbara moved, Kira seconded, to approve teachers for the PRC 203 bonus.

Last month's minutes: Becky moved, Ryan seconded, unanimous approval of December minutes.

Board report: Leaja is working on the Board calendar. The personnel committee needs to meet in advance of next month's Board meeting. The Finance Committee is scheduled to meet on January 25th.

Motion to adjourn: Barbara moved, Ryan seconded. Meeting adjourned at 5:31 pm.

Respectfully submitted:

Becky Winchester