

Minutes for Achievement Charter Academy Board Meeting

February 8, 2022

Meeting call to order by Ray Strain at 4:34 pm on February 8th. Ray read the mission statement. Quorum recognized for continuation of meeting. Agenda approved. (Barbara, Ryan).

In attendance: Leaja Horne, Ray Strain, Barbara Marchioni, Ryan Denney, Nancy Herrick, Becky Winchester, and two guests: Bob Bedi and Emily Aspinwall. Absent: Kira Royal, Cindy Pierce and Jason Smith.

Media Integration Report: Bob Bedi (Media Integrations LLC) reported on the marketing efforts since the last board meeting. The enrollment campaign continues to perform well. To date, it has reached over 110K, engaged 23K, 20k video views and 2K click throughs to the website. 90% of the impressions are the English version. They have put together classroom videos and created other intro videos in the last month. There are currently 95 applicants (the goal is 160), so we are pushing hard this last week of open enrollment by updating the creative and introducing a re-marketing effort to current parents.

There has been a 56% increase in Facebook page views. Over 600 people have come to the site via organic search and 400 visits via direct search. We will continue targeted marketing after the lottery targeting specific grades.

Director of Education Report:

Enrollment: Current enrollment of 154. 27 withdrawals since August 2021. Reasons were a combination of things: return to base school was the primary reason.

COVID: COVID was busy in January, but is slowing down now. There have been no clusters.

Discipline: No significant changes in behavior issues. They will be rolling out Drive and Lanes of Leadership in March that will focus on individual, classroom/school and community leadership.

Academic achievement: The SIT met and updated their goals. The Leaja received the MClass results. Some areas went down that Leaja will be digging in and exploring further. EVAAS just came out two weeks ago and will be evaluated by the teachers and Leaja.

Parent engagement: The parent perception survey will be done in Q3.

Student survey: The student perception was completed. Most scores were similar to the last survey, or improved. The participation rate significantly improved (95%). Ryan inquired about student safety. There are cameras that need to be installed. There is EMS training done every year. Leaja will also look into grants for resource officers.

Finance: The budget worker was revised. Leaja also discussed changing IT providers from an individual to a technology consulting group, which has been factored into the revised budget. Doing so will be more cost effective and include better/more robust support. Barbara would like to do an end of year luncheon to thank the teachers and staff. It is within budget. Leaja to pick a date and let the Board know.

HR: No update.

Emily Aspinwall Report: Emily Aspinwall, K-1 teacher, provided an update on the garden project. There is a \$6K budget for the project and they have spent \$650 so far on the beds for both buildings. Each child will have a square foot they will look after. It will be incorporated into Science lessons. Once established they are considering a vegetable stand and/or taking it out to the community.

Financial Report: Ray recapped the Finance Committee meeting. The revised budget is based on 170 students, but are still expected to close the year with 3% surplus. Leaja just met with Mary again to review the budget tracker. The Finance Committee also spoke about the IT vendor. They have been using an individual who charges hourly. Leaja is considering a technology consulting group that specializes in charter schools. They offer a wide range of services and the initial cost is expected to be the same.

Action items: Barbara moved, Ryan seconded, to continue with masks being optional (except for the Safe Schools required masking following an exposure/diagnosis). Ryan moved, Barbara seconded, to approve the revised budget.

Last month's minutes: Barbara moved, Nancy seconded, unanimous approval of January minutes.

Board report: The Board discussed doing more community relations and promote that involvement in our marketing efforts. Ray suggested the school should become a member of the Fuquay-Varina and Lillington Chamber of Commerce. Leaja mentioned the Junior Womens' Club will be putting a donation box outside the school for backpack buddies. Barbara also mentioned there is a new freedom statue at the FV chamber that the 4th and 5th grade classes should go look at. During the March lanes of leadership the students can identify community events they want to be involved in and the Board can be paired up with those.

The Board also discussed future expansion on or off site. There is a 3rd septic on the current site, but someone needs to be hired to find it. Barbara to call Buttonwood LLC and see if they have any interest in selling. We also need to research how much square footage is needed.

Ray reported that Michael Payne resigned.

Motion to adjourn: Ryan moved, Barbara seconded. Meeting adjourned at 5:56 pm.

Respectfully submitted:

Becky Winchester