

Minutes for Achievement Charter Academy Board Meeting

April 19, 2022

Meeting called to order by Ryan Denney at 4:35 pm on April 19th, 2022. Barbara read the mission statement. Quorum recognized for continuation of meeting.

In attendance: Leaja Horne, Barbara Marchioni, Ryan Denney, Nancy Herrick, Becky Winchester, Jason and guest: Bob Bedi.

Absent: Ray Strain, and Kira Royal.

Agenda: Barbara motioned to approve agenda as written, Ryan seconded, motion was unanimously approved by roll call.

Closed Session: The board did not initiate a closed session.

Public Comments: No members of the public were present to comment.

Media Integration Report: Bob Bedi (Media Integrations LLC) reported on the marketing efforts since the last board meeting.

We need to stay vigilant and build the wait list. Just because people have signed up it doesn't mean they are coming, so we need to continue to recruit them. Plan an event on campus one Saturday a month so that students can experience the school in advance of August. Continue to send out email blasts to prospects and wait lists. Put together an ad hoc parent group to answer questions. Recorded video last week to do an in-depth on the curriculum. Will be doing more videos. Record some teachers doing a custom welcome video. Spend a day going door to door at small businesses and leave posters.

Web analytics are down from where we were previously. Over 1,300 visited the website last month, mostly from ads. Active parents are also spending time with the website. Facebook ads drive a lot of activity. Reached over 100K with over 32,000 in engagement.

Starting a small FB ad campaign targeting messaging of parents with students of specific grades. Spending some money with Google ad words with keywords that reference ACA, charter schools, private schools, schools near me.

FB activity generates a lot of traffic. Winding down teacher of the week. Captured info from the pep rally.

Director of Education Report:

Enrollment: Enrollment hasn't changed much. Opened up more seats. Looking a little low. Working the budget based on 95%. Working with Bob to try to find ways to increase enrollment. Need to go into the community. Target hispanic community. Carolina Charter offered to put our website on the bottom of their wait list. Pine Springs Prep also sent an email to the bottom 200 on their waitlist with a recommendation for ACA. Leaja to ask if they will do the same this year.

COVID: New State legislation makes masks optional/leaves parents with the choice of whether to mask their children, boards are no longer required to vote on this policy.

Discipline: DOE reported on the number of suspended students and MTSS team activity. Not an increase in the number of students.

Academic achievement: EOG testing begins the last day of May and first week of June.

Parent engagement: Parent survey will be distributed 5/1.

Finance: Next year's budget is currently in the process of preparation. Will be based on 95%. Working on the salary scale with Wake County as a base. Will be offering contracts for returning staff in April/May.

HR: There were/are no new hires, no terminations. Ryan asked about licensure. We are currently over 75%. All of the teachers have said they are coming back, except one that will come back on a part-time basis. Will need to hire 2 full-time teachers.

NCAccess Initiative: Equity Compact Introduction: Aligns well with what we are already doing. Need to learn more about what would be required. This would be a good way to ensure we are demonstrating we are trying to make charter schools accessible to disadvantaged students. Board would need to develop the vision statement. School would develop how we are going to get there. Board to review the contract that we would need to adopt. Benefit would be collaborating with other schools and connect us to more resources and serve communities near us that are in need.

On a side note, Barbara is talking to someone about getting Charter school options listed in the MLS.

Financial Committee Report: Finance Committee is meeting next week.

Action item: Last month's minutes: Nancy moved, Becky seconded, unanimous approval of March minutes by roll call.

Board discussion: We should look at the most important committee meetings over the summer. Leaja to adjust the calendar. Finance, Development and Personnel (handbook, job descriptions) should meet over the summer. Nancy to get involved in the academic committee with the staff.

We need to expand the board to include a teacher (not one from ACA), a former parent, a lawyer - Leaja to reach out to Robert Fry, Ryan to also reach out to a contact of his. a CPA,

Ray purchased the plaque for Cindy and we will arrange to give it to her when Ray returns.

Leaja to add board slate to May agenda.

Ray plans to facilitate, in coordination with school staff, a field trip for 2-5th graders to the airfield to view/learn about aircraft - still a work in process.

The board discussed receiving training in Choice Theory soon - Leaja to add to the calendar.

Barbara raised the question of crisis response/management at the school, and the DOE explained the school's efforts to develop/implement a crisis response plan, including working to participate in a pilot program for "Say Something" to be developed for K-5, along with mental health training for the staff.

Motion to adjourn: Barbara moved, Becky seconded, motion was unanimously approved. Meeting adjourned at 5:37 pm.

Respectfully submitted:

Becky Winchester