

Minutes for Achievement Charter Academy Board Meeting

September 13, 2022

CALL TO ORDER

Meeting called to order by Ray Strain at 4:35 pm on September 13, 2022. Nancy read the mission statement. Quorum recognized for continuation of meeting.

In attendance: Leaja Horne, Nancy Herrick, Ray Strain, Ryan Denney, Becky Winchester, and guest: Bob Bedi.

Absent: Kira Royal and Jason Smith.

Agenda: Ryan moved, Becky seconded, with unanimous approval by roll call to approve agenda as written.

CLOSED SESSION

The board did not initiate a closed session.

OPEN SESSION

No members of the public were present to comment.

REPORTS

DOE Report: Enrollment is at 160, below the goal of 209. Last year we were at 170. It will impact the budget significantly, in addition to the loss of COVID grants this year. The ADM will come out the first week of October and we will be able to project the budget impact.

No discipline issues yet this year.

The goals have not yet been changed. We are waiting on data in order to change the goals and get the Achievement Committee going.

Parents have been involved in marketing activities. Leaja met with the Parent Committee President and Secretary last week. The committee will be meeting every third Friday of the month virtually and in-person.

The budget will be reviewed during the next Finance Committee meeting on 9/21.

Will be evaluating a substitute bus teacher for approval at the next Board Meeting.

The previous tutor vacancy is being put on hold.

Marketing Report: We share discouragement in enrollment despite all the efforts. Ribbon cutting was last week, and a related article was issued today. Sponsoring a Cape Fear Fest KidZone event coming up. Will be updating the ad to announce the addition of 6th grade next year. Did a direct mail piece a few weeks ago. Staff and parents have been getting out into the community to promote the school. Social media post engagement is good. Organic search on the website is higher than month's past. Also

ordered BOD shirts. ACA has similar thinking to the Montessori model. We would think about starting to build relationships with the preschool montessories in the area.

ACTION / DISCUSSION / INFORMATION ITEMS

N/A

APPROVAL OF CONSENT CALENDAR

Nancy moved, Ryan seconded, with unanimous approval by roll call, approval of the 8/9 regular Board Meeting minutes.

Ryan moved, Nancy seconded, with unanimous approval by roll call, approval of the 8/26 emergency Board Meeting minutes.

BOARD MEMBERS' REPORTS/ CORRESPONDENCE /OPERATIONS/ RECOGNITION

Get more involved in the community and create talking points for the Board Members so that we are speaking consistently. There are a couple Christmas parades that we should be actively involved in.

We need to build stronger relationships with the staff and get to know them better. Participate in horsing around every quarter with the staff.

Ray has a potential new Board Member, but we need to improve the onboarding process. Should create a packet. We also need to expand the skills of the Board base, specifically a lawyer and fundraiser.

Motion to adjourn: Ryan moved, Becky seconded, with unanimous approval by roll call to adjourn the meeting at 5:28 pm.

Respectfully submitted:

Becky Winchester