



Omighade Escayg
Head of School/Director

Mary Kate Boesch
Assistant Principal

Linda Hatfield Ed.D
Assistant Principal

BOARD OF TRUSTEES MEETING MINUTES

January 7, 2015

Members Present:

Henry A. Lambert, Chair
Michael A. Catlyn
Diana J. Lee
Omighade Escayg
(ex-officio non-voting)

Member Absent

DeShana Thomas
(FAC-ex officio voting)
Tony Betaudier
MihranKeoseian
(ex-officio non-voting)

Others Present

Linda Hatfield – Asst. Principal
MaryKateBoesch-Asst. Principal
Jamel Cherry
Karen Cename
Sean Perham – Faculty Rep
Mehari Haile
Karen Cename
Alisha Alexander-Parent

The meeting was held on January 7, 2015 at the School. The meeting was called to order at 5:30. The minutes for the meeting held on December 8, 2014 were reviewed and adopted.

Finance

Omi reported that there are currently 238 students. Jamel reported on recruitment efforts. The goal was to recruit 260 students/20 per class with a kindergarten of 60 and 40 students in each of grades 1-5. The focus was on recruiting on kindergarten and decreasing with each upper class. There are now 60 enrolled in kindergarten. Everyone who applied was accepted. Discussion was had on how to refine the intake so the yield is increased. Jamel will report at the next meeting on conclusions reached from the recruitment efforts and how to proceed in the future. Recruitment activities included (1) paying BCS parents \$300 for each successful referral (last year 6 referral fees were paid); (2) community marketing through ads, mailing, newspapers, leaving information in libraries and day care centers; (3) on-line marketing and (4) media campaign. Discussion followed on cutting down on ads and focusing on local publications. (It was noted that at the previous Board meeting that the advertising budget of almost \$60,000 would not be approved until it could be shown to the Board whether such cost was effective in recruiting.) There is a walk-in intake process handled by Desiree and Lisa. There is an online student application and also phone intake. There is a tracking system to see how effective each marketing campaign is. The lottery will be held in April for the next school term.

Henry suggested we look at what other chain charter schools do to recruit and what attracts parents to those schools.

Education

It was reported that there are a large percentage of students at level 2 for ELA and at level 2-

3 for math.

Teachers are being familiarized with the data system. Baseline data on each student is being collected and analyzed to prepare a personalized instruction plan for each student. Periodic assessments are compared to the baseline data.

Saturday Academy will run for 9 Saturdays from 9-1 pm. The target is 65 students, 49 are now signed up. We are providing bussing. There will be 7 teachers and 8 student teachers.

Henry suggested that George Leonard, who runs a tutoring program, be asked to provide tutoring services for 10 students as a test to see if his program produces increased student performance.

Karen Cename provided an excellent written report on the Special Ed Services and Funding for 2014/2015 school year with a brief oral discussion. The report set forth each of the funding categories for the types of services provided. There are seven special ed students with extra funding (1 @ \$8,000 and 6 @ 19,000 plus 25 other students who receive special ed services with no extra funding.

Legal

Mark David was introduced as a new Board member.

Faculty Report

Sean reported that teacher morale was great. Teachers felt supported by the administration. The Dean of Students was doing a good job.

There was no Family Action Committee Report.

Public Comment

Alisha Alexander, a parent with 4 students in the school stated she came to the school because of parent involvement advertised in the School's website but has found little activity with the FAC.

The meeting was adjourned with February 4 set as the next meeting (subsequently changed to February 24).

Respectfully submitted,
Diana J. Lee, Secretary