

Regular Board Meeting Minutes

April 26, 2021

1929 W. Arrowood Road, Charlotte NC 28217

In Person Attendees: S. Walker, M. McCarthy, J. Cole, T. Farmer, D. Goldfarb, B. Butler

Virtual Attendees: J. Young, C. Vann Absent: G. Quinn

School Representatives: S. Goad, A. Hamp, E. Blackson

Minutes by J. Whisnant

Guests: Social Ape and Steve Joyner Consulting Services

I. CALL TO ORDER - QUORUM

The meeting was called to order by President S. Walker at 5:08 pm and it was established a quorum was present.

- A. Next meeting: Monday, May 24, 2021 @ 5 pm
- B. Mission Statement was read by M. McCarthy
- C. Adoption of Agenda: M. McCarthy motioned to adopt; D. Goldfarb seconded. Motion carried.
- D. Adoption of minutes from March D. Goldfarb motioned to accept; C. Vann seconded Motion passed.
- E. Introduction of new Board Members – Treva Farmer and Gerry Quinn (not presented)

II. REPORTS/ACTION ITEMS

- A. **IT Presentation and Update – IT Plan for the new facility** – Steve Joyer, Steve Joyner Consulting Services and John Hughes, Communications Audit Services

1. Steve Joyer is providing our technology support now and moving forward into the new building. His company specializes in supporting Charter schools technology wise. Joyner helps us assure we get the funding for all parts you need. He works as an advocate for charter schools. John Hughes helps secure funding. (Federal e-rate program). Discussion followed on new building needs and pricing. Recommended to hire Encore for our cabling and get PO signed off quickly so we can coordinate install with builders.
2. More questions followed for Steve and John regarding funding and timeframes and requirements to finalize the budget.

M. McCarthy moved to accept Encore's bid for the cabling required for the new facility. J. Cole seconded. The motion passed with no opposition.

- B. **Marketing Update and Discussion** - Social Ape, April Smith and Savannah Tanner

- i. Update on marketing activities since last board meeting on March 22
 - a. Photoshoot is scheduled for this Wednesday with their professional photographer.
 - b. Currently pushing for enrollments, especially 6th grade, Behind the scenes at Unity, Teacher Features, and Encouraging parents to sign up

for newsletter. Discussion on facebook, instagram and twitter new data reports followed.

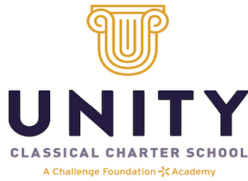
- ii. Update on Public Relations (April Smith)
 - 1. Primary goal is to Increase awareness of school. Able to get one article published in South Charlotte.
 - 2. Starting to pitch to TV. Sending about 3 to 5 pitches a week.
 - 3. Sending out 1 main press release per week....smaller media alerts are about 3 per week.

30-60-90 day plan...Continue to focus on what is happening at the new school.

M. McCarthy suggested talking more about how classical education impacts the future workforce. Discussion followed. S. Walker mentioned that we need to emphasize curriculum as a local decision made by our board. Discussion contd.

C. Grassroots Marketing Update – Jennifer Whisnant

- i. Update on marketing activities since last board meeting on March 22
 - 1. Partnering with Social Ape as school liaison.
 - 2. New Video created: an in-depth look at Unity Classical for YouTube.
 - 3. Created a Direct Mailer Postcard (mailed 2000 to targeted zip codes) Had 2000 printed for internal marketing.
 - 4. Marketing materials dropped off at Preschool/Daycare partners
 - 5. Updated website to include parent tours, current calendar events and new Gryphon Gazettes on front page.
 - 6. Updated trifold with new banner to reflect opening of the new school and new address.
- ii. Data on what avenues are working, where are most of our prospects coming from
 - 1. Partner with G. Morrison to get data for enrollment conversions and how did you hear about us info
- iii. What are the 30-60-90 day plans
 - 1. Create a formalized parent marketing committee. Free T-shirts to wear when they go out to distribute materials. Emailing out a google form to see what they are willing to do. (30 days)
 - 2. Parent testimonials and student testimonials for print and video. (30 days)
 - 3. Partner with Social Ape and Builders to redo a ground breaking ceremony for extra press (30 days)
 - 4. Get yard signs out to families and in prominent intersections. (30 day)
 - 5. Making “virtual tour” video from an actual tour by Ms. Goad to utilize on website and youtube. (60 day)
 - 6. Creating a pop up window on the website to register to receive The Gryphon Gazette and capture visitors email (60 days)



7. Partner with admin. team and Ms. Dean to organize grade level “new building” excitement meetings. Lunch talks. Questions and answers about new school. Get them excited about sports and clubs so they will tell their friends. (60 Day)
8. Community events with families at local restaurants. (60-90)
9. Partner with admin. team for beginner days and other new family activities. (60-90)
10. Continue to get marketing materials with targeted focus on the 28278 and 28273 zip code area. (30-60-90)
11. Partner with Social Ape to get word out about new giving back opportunities such as Give back with Bing and FaceBook Birthdays. Continued promotion of Amazon Smiles, Harris Teeter, Box Tops. (30-60-90)
12. Partner with parent marketing team to get materials in the hands of hoas, children’s sports centers, youth groups etc. My goal is to get them into more daycares, preschools, restaurants and nail salons (locally owned business). Manage a spreadsheet to capture data on where materials are getting dropped off. (30,60, 90)

D. Enrollment Update – Sheila Goad

- i. Review of current state – How many applications, how many enrollment packets, etc.

Ms. Morrison has current numbers.

- Good news is numbers are up. We are aggressively making those phone calls. Discussion followed on the number of touches, adding a K class, low number of new applications.
- Also discussed enrollment incentives, plans to boost enrollment and conversions.

E. Treasurer Report – Dana Goldfarb

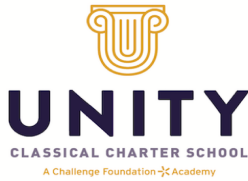
- Budget perspective we are pretty good and set for end of year

F. Policy Amendment – Vote on new personal and sick leave policy designed to make us more competitive with CMS.

- Feedback from our staff is we are not being as aggressive in sick leave and it doesn’t carry over. Walker stated recommendation to move to 10 days of sick leave and allow days to accumulate from previous calendar year to be closer in alignment to CMS. M. McCarthy motioned to approve this change. B. Butler seconded. Motion carried. D. Goldfarb to update policy manuals.

G. School Calendar – Vote on school calendar for 2021-22

- i. New calendar in line with previous calendar and contains 160 instructional hours. We are at least 5 days above state requirements. J. Cole motioned to approve the calendar for 2021-22. M. McCarthy seconded. Motion carried.



H. **FACILITIES UPDATE** - D. Goldfarb

1. DOT is currently the biggest hold up. Current projection is looking into October. Discussion followed on contingency plans for opening at the church.
 2. D. Goldfarb and J. Cole recommended that we do real analysis of what SCCC is able to deliver in terms of available space. S. Goad to follow up. M. McCarthy to look at any available space next store to rent.
- I. **OPEN BOARD POSITIONS** – Board Secretary and Marketing Chair positions are currently open. President S. Walker stated that the Board secretary is required and she will assign someone if we don't have a volunteer. Every board member should serve on a committee. As a reminder, you can serve on as many committees as you like.

III. **HEAD OF SCHOOL REPORT**

1. Need to vote on allowing the school to have a summer camp.
 - a. Plan to partner with someone who has helped us before. 2 sessions are recommended and it will be funded by state and ESSER funds. Discussion followed. J. Cole motioned to move forward with the two sessions of summer camps as recommended by S. Goad. M. McCarthy seconded the motion. Motion carried.
2. Technology meetings for the new facility are ongoing. S. Goad would love to have any board members join her on the technology team, which is not only for the internet but encompasses school security.
3. Furniture vendor has been hired, Connecting Elements. Discussion followed on must haves and time lines.
4. Report Cards for 3rd quarter are done and distributed. We are officially in 4th quarter.
5. We were able to have school picture days on campus for both Uniforms and Spring Dress. Remote students had separate picture day.
6. Parent prospective tours this month have been successful. In May, they will be offered every Thursday.
7. April 29 is the last day for ordering supplies. We are soon closing out financials for the last quarter and current school year.
8. Letter of Intents to return have gone out to all staff. Almost all have been turned in and will be returning. One position is going to be vacant. This will be Ms. Erica Blackson's last year as a Unity employee as she is moving on to start her own business.

IV. **ADJOURN** M. McCarthy moved to adjourn the meeting. J. Young seconded the motion. Motion carried and the meeting was adjourned at 7:55 pm.