

## Regular Board Meeting Minutes

April 25, 2022

14613 Steele Creek Road, Charlotte NC 28273

Members Present: S. Walker, M. McCarthy, J. Cole, J. Young, L. Radkvic, B. Butler, and D. Goldfarb

School Representatives: Sheila Reddick and Alicia Hamp

Minutes by J. Whisnant

### I. CALL TO ORDER - ESTABLISH QUORUM

Meeting was called to order at 5:06 pm by President Susan Walker

- A. Next regular board meeting: Monday, May 23, 2022 at 5:00PM
- B. Mission Statement – Through classical education’s rigor, Unity Classical Charter School will develop intellectually, morally and physically excellent citizens who embrace learning and the desire to serve. Read by B. Butler
- C. Adoption of Agenda. M. McCarthy motioned to approve agenda. J. Young seconded the motion. Motion carried.
- D. Adoption of Minutes from February meeting. J. Young moved to adopt the minutes. M McCarthy seconded the motion. Minutes were adopted.

### II. REPORTS/ACTION ITEMS

- A. **Treasurer Report** – Dana Goldfarb
  - i. March numbers. No big changes to make note of. Numbers look good.
- B. **Facilities Report** – Dana Goldfarb
  - i. We have reviewed our lease options with Jesse Shetlar .
  - ii. Meet with S. Reddick and A. Hamp and challenge is we still have few open items. Still working on playground. Discussion on options with their costs as well as debating mulch vs. rubberized vs. astroturf base.
  - iii. Still have other outstanding items such as logos on gym floor, floor mats, mural, bleachers, stage curtain, rods, audio/visual for Gym and additional smaller items.
- C. **Marketing Report** – Jennifer Whisnant/England Simpson
  - i. SOCIAL MEDIA AND KEYWORDS
    1. Increased overall brand visibility through digital/physical marketing efforts.
    2. Conducted SEO keyword audits to ensure our brand familiarity aligns with the most popular search phrases connected to "Classical Education" and "Charter Schools."
    3. Grown our Facebook audience organically through: Social media videos, calls-to-action, community grants/partnerships, and in-person school tours.
  - ii. WEBSITE
    1. Data migration from the CFA website to the new site is almost complete.

2. This month saw generated growth compared to last month as far as our paid content. (Clicks to website) We noted a 42% increase in our PPC impressions & a 49% increase in our clicks.
3. The new site should be ready in a few weeks.

**D. Enrollment and Lottery Report** –Sheila Reddick/Alicia Hamp

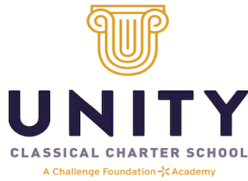
- i. 412 Completed Application and/or Pending Technology Fee Payment (\$65). Currently have 208 students returning.
- ii. Questions were raised about how to get a firmer number on returning students. Discussion followed.
- iii. Alicia shared that 309 were currently on the waitlist and numbers have been reviewed by grade level.
- iv. Board discussion continued on getting students to commit and procedures in place. J. Cole suggested flexing the hours to get someone on the phones in the evening. Board requests weekly update on numbers every Friday.

**E. School Testing Report** – Sheila Reddick/Alicia Hamp

- In the process of pretesting with NC check-ins for 3rd, 4th, 5th and 6th grade.
- Gryphon Academy has started afterschool on Tuesday and Thursday. This is the extra push before testing; intensive after school tutoring. Ms. Hamp has helped to lead this initiative. Tuesday and Thursday. (extra push).
- All testing will be done in May and June. A calendar has been created and posted on our website. State says it will most likely take a minimum of four years from Covid. This will be our test to see how our students fare.
- Discussion on test scores to date followed and interventions being put in place during school hours. (Tier 1, 2, 3)
- Board requested a detailed, grade-level report on children receiving intervention in each of the tiers. Teachers are super stressed because there are more kids than ever needing intervention. Get a number. High/Med/Low are they getting what they need.

**III. HEAD OF SCHOOL REPORT**

- A school light has been requested for highway 160 and we are awaiting approval.
- Celebrated Read Across America. PTC organized parent volunteers to come in and read in every classroom. Went very well.
- Collegiate Bright Smiles came to campus and provided free dental checkups for Kindergarten and 5th grade students.
- Vision to Learn came back this year. This is a free eye screening and glasses service for students. Around 70 pairs of free glasses were given to students that needed them.



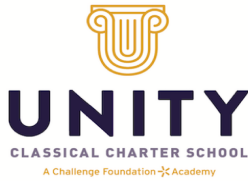
- There was an on campus petting zoo for K and 1st grade students that included many animals, including a horse ride. It is nice to be able to see things returning to school that we had before COVID.
- School Tours are being held every Tuesday and Wednesday. We are averaging 20 to 30 people. Well received and many enrolling after tours.
- Held our first Monthly Fire Drill. We got everyone out in under 5 minutes.
- We are in the beginning stages of creating our athletic programs. J. Cole and Coach Fuller are helping establish programs for next year: Cross County, Running, Basketball, Volleyball, Flag Football. The plan is to start small and continue to grow. Coach Fuller also is working on getting us in a conference and has two parents who are aiding him and may also help with coaching.
- Contracts are being worked on for gym rental. Renting out the gym is a good way to gain additional funding. Discussion followed.
- Staffing for 2022-2023
  - Admin team attended UNCC (in person) job fair. Well over 200 schools showed up but had very low turnout of candidates. Did get 16 contact names.
  - Current open positions for 2022-23 is 19 (both certified and non-certified).
  - Our own job fair is coming up in May. CMS is our biggest competitor. CMS is a 2.5% raise and then they just received another raise. Also offering signing bonuses.
  - Discussion followed on finding qualified candidates, advertising job openings and getting non-certified staff certified.
  - Backup plan of hiring more non-certified personnel discussed.

#### IV. NEW BUSINESS

##### A. *Committee Discussion and Assignments* – Susan Walker

Each Board member must serve on 3 committees

1. Finance Committee: D. Goldfarb Chairperson. Members will be J. Young and J. Cole
2. Governance Committee: L. Rakvic will be the chair. B. Butler will co-chair. Members: D. Goldfarb, M. McCarthy, J. Young, J. Cole
3. Academic Excellence Committee: J. Cole Chairperson. Members: M. McCarthy, S. Walker, D. Goldfarb, J. Young
4. Development Committee: M. McCarthy Chairperson. Members: B. Butler, L. Rakvic, J. Cole
5. Marketing / Enrollment Committee: S. Walker Chairperson. Members: D. Goldfarb and L. Rakvic.



S. Walker asked Board members to note that:

- Evaluations are upcoming for S. Reddick and the board.
- updated addresses and phone numbers needed for all board members

**B. *Leader in Me Next Steps:* Marty McCarthy**

M. McCarthy would like to recommend that we continue to push forward for developing the Leader in Me and putting it into the life of the school. There is a school in Ballantyne doing it and if anyone would like to tour the school). M. McCarthy to follow up and see if we can get the tour scheduled.

**C. *App Seeds:* Marty McCarthy**

Rotary Club is going to donate App Seeds (20). M. McCarthy stated that they were for younger learners and the school could designate how to use the devices.

**D. *NC Association of Public Charter Schools – Membership? Conference?***

S. Walker: We are a member of the North Carolina Coalition for Charter Schools. It's strength is lobbying for Charter Schools. It's a good group. We are not a part of the North Carolina Association for public charter schools. They have a conference in Wilmington July 17 to July 19 . Might be good for Board development. S. Walker, L. Rakvic and M. McCarthy are also interested in going.

- i. Group Strengths: Membership Advocacy on behalf of the charter, important updates, opportunities to collaborate with other schools, exclusive access to job board, access to resources for policy/procedures. This is more services to charter schools. Their strength is supporting charter school and networking them. Cost is 3.50 per student.
- ii. D. Goldfarb stated that funding would be able to support this.

**V. CLOSED SESSION – NC General Statute 143-318.11(a)(6) to discuss personnel matters.**

M. McCarthy moved to enter the closed session at 8:20 pm. J. Cole seconded. Motion carried.

**VI. ADJOURN**

M. McCarthy motioned to adjourn the meeting at 8:59 pm. J. Young seconded. Motion carried.

