



THE EARLY COLLEGE OF
ARVADA

Board Meeting Minutes
September 27, 2017 – 6:00 p.m.
Early College of Arvada

Board members present: Steve Burton, T.O. Owens (by phone), Absolom Herrera, Anthony Fontana, Brenda Snyder, Kelly Hupfeld

Guests present: Ryan Conrad, Faith Koltak, Greg Nusz, Sharon Diamond

The meeting was called to order at 6:05 p.m. Ms. Snyder moved acceptance of the minutes from the August board meeting. Mr. Herrera seconded the motion, and it passed unanimously.

Mr. Conrad delivered the Director's report. Board members discussed student enrollment, which is lower than anticipated. Ms. Snyder and Mr. Herrera shared feedback from withdrawing families, who expressed a variety of reasons for not returning. In some cases, students were reporting that ECA is too challenging for them. Ms. Snyder, Mr. Fontana, and Mr. Nusz will review the enrollment process for improvements in data gathering and analysis.

Board members agreed that professional assistance from an experienced marketing firm is needed to drastically improve our performance in appropriately targeting prospective students, retaining current students, and marketing the school. Ms. Snyder will prepare an RFP and coordinate the selection of a firm; Mr. Burton, Ms. Hupfeld, Mr. Fontana, and Ms. Koltak will join her in serving on the committee charged with hiring a firm. The goal is to be actively implementing a new marketing plan by Thanksgiving.

Mr. Nusz presented ECA's School Performance Framework data from last year. CSI is requiring ECA to achieve a combined school rating of Performance by the end of 2018, with the middle school achieving at least the rating of Improvement during this period. Currently, the middle school is rated Priority Improvement and the high school is rated Improvement. Our test scores are trending in the right direction. In last year's SPF, ECA earned about 40% of available points. This year, ECA earned 45.9%. We need to achieve 53% to earn a Performance rating.

We continue to have significant gaps between the performance of English language learners and English proficient students. However, students do better when they are with us for longer periods of time. Areas in which we have the most room to grow include middle school growth and performance, PSAT and SAT performance, and the 6-year graduation rate.

Board members discussed a variety of strategies, including holding a college application day at the school where CU Denver would waive application fees.



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Mr. Owens delivered the Treasurer's report. We have very good cash flow now, but will be looking at a big rescission in December/January. We have about \$40,000 in unbudgeted expenses because the bell system cost \$35,000. Ms. Koltak reported that we are receiving \$15,000 from the Arvada Economic Development Association and \$26,000 from the City for an easement.

Ms. Diamond delivered the PTCO report. They are working on parent/teacher conferences, and using a sign-up dinner as a fundraiser. There are already lots of donations for Winterfest. The volunteer sign-up system is up and working – 50 families have filled out volunteer forms. Ms. Koltak reported that we have Title I funds for parent engagement, and need to track participation through sign-up sheets.

Ms. Hupfeld and Ms. Snyder delivered the Governance and Board Development report. Ms. Hupfeld will send ECA's new vision and mission to CSI for approval, and will update the governing documents accordingly. Ms. Snyder reviewed board member terms and noted that Mr. Burton and Mr. Lewis will end their current terms in 2018.

Mr. Conrad presented the proposed special education services MOU with CSI. Ms. Hupfeld moved that the Board approve the proposed MOU. Mr. Fontana seconded the motion and it passed unanimously.

Mr. Herrera moved that the Board enter executive session for the purpose of discussing personnel matters. Mr. Fontana seconded the motion and it passed unanimously.

After exiting executive session, Mr. Fontana moved that the meeting be adjourned. Ms. Hupfeld seconded the motion and it passed unanimously. The meeting was adjourned at 8:04 p.m.

*Board meetings are open to the public, including ECA staff, students, and families. Board meetings are held on the fourth Wednesday of the month; the next regular meeting of the Board of Directors will be on **October 25, 2017, at 6 p.m. at the Early College of Arvada.** To request that an item be placed on a future agenda, please contact Board Secretary Kelly Hupfeld at khupfeld@ecarvada.org.*