



## Board Meeting Minutes

April 25, 2018 – 6:00 p.m.

Early College of Arvada

Board members present:

Berg	Y	Burton	Y	Conrad	Y
Fontana	Y	Herrera	N	Hubbell	N
Hupfeld	Y	Owens	Y	Snyder	N

Guests present: Greg Nusz, Faith Koltak, Sharon Diamond, Ryan Marks (CSI)

1. The meeting was convened at 6:00 p.m.
2. Mr. Owens moved to accept the consent agenda, seconded by Mr. Fontana. The motion passed unanimously.
3. President's report (Mr. Burton):
  - a. Let Michelle know about major personnel changes in the future. Any major change in board or leadership has to be posted- contact Jay Smith at Wilmington Trust (trust officer).
4. Staff report (Mr. Conrad and Mr. Nusz):
5. Treasurer's report (Mr. Owens, Ms. Koltak)
  - a. Cash flow as expected, will end on slight positive. No issues.
  - b. April will look positive because rescission comes in, also will get at-risk funding.
6. SAC report (Mr. Nusz, Ms. Hupfeld)
  - a. The SAC will need to meet in order to have accountability narrative by July 15 to CSI, per charter renewal process.
7. Marketing committee report (Mr. Fontana)
  - a. The RFP to redesign the website is out. We are hearing feedback that \$15,000 is not enough to custom-build a new site.
  - b. Weekly calls to maintain momentum
  - c. First Get to Know Us videos on Facebook
  - d. 5<sup>th</sup> grade orientation coming up
  - e. Need to clarify whether mailer was part of original plan
  - f. Ads posting to social media this week and next
  - g. Need to promote new Daniels Fund recipient (5<sup>th</sup> for school)
8. Parent engagement committee/PTCO (Ms. Diamond):



THE EARLY COLLEGE OF  
ARVADA

- a. March event worked to raise interest. Holding board elections next month at the May meeting on May 15.
  - b. Teacher appreciation week is first full week in May. May 8 is teacher appreciation day. It was suggested that the board provide breakfast for staff on Wednesday May 9.
9. Board development committee – Ms. Snyder is actively recruiting for fundraising experience.
10. Old business:
- a. Charter renewal (Ryan Marks, CSI):
    - i. ECA currently has a 3+2 performance contract with milestones. ECA did not hit milestones, so we will go through renewal again.
    - ii. The renewal process is designed to be consistent with other compliance processes, and also to include a forward focused component that works with the school's strategic plan and vision. Intent to renew form due June 1.
    - iii. CSI is requesting an academic narrative in summer. Okay to use UIP for this, based on local and state data. Subsequent state data will be used to validate, CSI will use both local and state data for renewal.
    - iv. Best for ECA's site visit to occur this spring, before leadership changes.
    - v. ECA board and staff will come before CSI board on August 21. In November, deep dive into financial/academic post-mortem. CSI board will take action in December.
  - b. Recruiting and enrollment (Mr. Fontana)
    - i. Mr. Fontana presented information about referral sources, showing that word of mouth and internet search most popular ways to find out about ECA.
    - ii. CPR ads cost \$7,270. Decide by September how to spend these funds so we can hit open enrollment.
    - iii. Good response from article in Arvada Press.
    - iv. Contract with Spearca goes through October – we will ask Spearca for possible contract bid going forward.
    - v. Ms. Koltak and Mr. Owens will get back to board on May 9 with proposal on marketing/website.
    - vi. Mr. Conrad reported that about half of students who have showed interest are fully enrolled. About 80 families have not enrolled, asking staff to beef up follow up processes. Building phased process of online re-registration through PowerSchool, will follow-up. Suggested that we also have paper form, sign outside asking parents to re-enroll.
    - vii. Mr. Fontana will put together a communications plan that includes late spring/summer outreach and activities for new families to avoid melt, especially for new 6<sup>th</sup> graders.
  - c. Budget approval process (Mr. Owens and Ms. Koltak):

