



Board Meeting Minutes
February 28, 2018 – 6:00 p.m.
Early College of Arvada

Board members present:

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

Guests present: Greg Nusz, Faith Koltak, Sharon Diamond, Susan Davis

1. Meeting convened at 6:00 p.m. In Mr. Burton's absence, Ms. Snyder chaired the meeting.
2. Mr. Fontana moved for approval of the agenda, and Ms. Hupfeld seconded. The motion passed unanimously.
3. Ms. Hupfeld moved for approval of the January board minutes. Ms. Hubbell seconded, and the motion passed unanimously.
4. Staff report (Mr. Conrad and Mr. Nusz):
 - a. Preparing a calendar for reporting academic performance data to the board on a monthly basis - will bring to the board in March
 - b. March meeting will include overview of ECA's academic performance as presented to the CSI board on March 12
 - c. A staff working group is exploring ways that ECA can use career and technical education to benefit students – a summary of this work will be presented in March
 - d. ECA is holding a 5th grade orientation on April 27. The Marketing Committee will help get the word out.
5. Treasurer's report (Mr. Owens)
 - a. Enrollment target set at 350 overall for 2018-19 school year
 - b. Will need to acquire 127 new students, taking attrition into effect (last year ECA acquired 93 new students)
 - c. CSI is requesting enrollment projections by end of March
 - d. Almost all teachers are intending to return, except for one – 20 teachers total
6. Ms. Hupfeld delivered the School Accountability Committee's report.
 - a. Community Reach can provide on-site school counselor services, including individual and family counseling, for approximately \$20,000. SAC identified student socio-emotional needs as a key issue in this year's UIP. More detailed proposal will be brought back to board.



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- b. SAC is meeting on March 7 at 4:30.
7. Marketing committee report (Mr. Fontana)
 - a. Marketing committee is having weekly calls with Spearca, has marketing plan and calendar (part of board packet)
 - b. Had 6-8 prospective families for most recent STEM lab open house
 - c. Mailed 3700 postcards in local zipcodes on Feb 13
 - d. Documenting referral sources for tracking
 - e. Social media – on Facebook, will have faculty posts and 15-30 second videos, with goal of one new video a week, launching Instagram
 - f. Feedback on website - built to recruit students, doesn't do much else. Cost of custom-built new website is \$15-20,000, not included in signed contract
 - i. Ms. Snyder will send out RFP for new website – send her ideas for possible bidders
 - ii. Mr. Fontana will let Spearca know
 - g. Arvada Press doing a story on Dr. Ladd and the new labs, open house on the 15th
 - h. CPR ads not currently in our budget – Mr. Fontana will follow up on other options, including Arvada radio stations, Arvada podcaster
 - i. Need to better articulate our “why”
 - i. Review faculty and student videos, focus group responses
 - ii. Anthony will send email to board members asking for their “why,” will solicit additional responses from students and staff
8. Parent engagement committee/PTCO (Ms. Diamond and Ms. Snyder)
 - a. Cabin Fever event had lower than hoped-for turnout
 - b. PTCO is at a decision point – just 2 people are active for next year
 - i. Will hold parent recruitment meeting on March 15 at Los Arcos
 - ii. Will try to recruit during parent/teacher conferences
 - c. PTCO plans to change bylaws to provide for an overall president plus vice-presidents in charge of middle school and high school
9. Board development committee (Ms. Snyder)
 - a. One promising candidate with school leadership experience in pipeline; will look for candidate with fundraising expertise
10. Old business
 - a. Presentation of proposed data privacy policy – Mr. Owens moved approval of the policy, which was seconded by Mr. Fontana. The motion passed unanimously.
 - b. Presentation of proposed 2018-19 calendar – Ms. Hupfeld moved adoption of the calendar, which was seconded by Ms. Hubbell. The motion passed unanimously.
11. New business
 - a. Discussion of opportunities to partner with the University of Denver. The board welcomed these opportunities and asked Mr. Berg to follow up. Mr. Fontana will follow up with Ms. Davis on CU Denver campus visits.



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- b. Committee assignments for new board members: Mr. Berg expressed interest in being on the Marketing committee and the SAC. Ms. Hubbell will also serve on the SAC.
12. Executive session
 - a. Ms. Snyder moved that the board adjourn to executive session. Mr. Owens seconded the motion, which was approved unanimously.
13. The meeting adjourned at 8:20 p.m. Due to spring break, the next board meeting will be on Wednesday, March 21.