

**Thomas Edison Charter Schools  
Governing Board Meeting  
November 1, 2017  
5:30 p.m.**

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In attendance: Adam Burris, Kyle Hancock, Chris Johnnie, Audra Parent, Emily Buckley  
Excused: Denae Pruden

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*Welcome/Conducting: Adam Burris  
Pledge of Allegiance: Emily Buckley  
Charter Highlight: Adam Burris - accounting policies and procedures*

*Adoption of Agenda*  
**Motion to adopt the agenda: Adam Burris**  
**Second: Chris Johnnie**  
**Yes: Adam Burris, Kyle Hancock, Chris Johnnie, Audra Parent, Emily Buckley**

*Public Comment: None*

*Approval of Minutes – Adam Burris:*  
**Motion to approve the minutes from October 2017: Adam Burris**  
**Second: Audra Parent**  
**Yes: Adam Burris, Kyle Hancock, Chris Johnnie, Audra Parent, Emily Buckley**

*Achievement Report – Denae/Kyle:  
Angela Barton:*

- Angela discussed one of the new Amplify reports that compare individual schools with other schools in the state.
- SMI and SAGE scores show a similar percentage of students to be proficient. The SMI is to assess end of the year skills.
- It is important for teachers to look at where a student is within the proficiency.

*Approval of Contingency Goal: Audra/Chris/Jim:  
Audra Parent:*

The contingency should be 7.2% to 7.7% at Edison North and from 5% to 5.5% at Edison South which would result in a combined contingency amount of 6% to 6.5%.

*Jim:* In June everything is a projection. Now, many of the unknowns have become known, such as prior year ADM, October 1 counts and medical insurance premiums. There have been staffing, FTE and salary changes. One thing that is still not known at this time is the revenue line item rates. The state recalculates and updates them in November or December.

It is a compromise to set the goal before all of the information is in to give the administration time to work toward it.

**Motion to approve combined contingency amount of 6%: Adam Burris**

**Second: Chris Johnnie**

**Yes: Adam Burris, Kyle Hancock, Chris Johnnie, Audra Parent, Emily Buckley**

*Finance Report – Jim/Audra:*

Jim thanked Steve for getting the report out on the 1<sup>st</sup>. Because it is the 1<sup>st</sup> of November there might be some expenses at both schools that did not make this report. It is likely the actual October 31 expenses are a little higher than what is shown.

Both schools are either at or below the expense average. Nothing unusual stood out.

Jim presented a graph of enrollment and insurance premiums since the beginning of the schools. Until recently health insurance expenses have kept pace with enrollments. The schools have shopped and negotiated rates. Most institutions do not provide 100% coverage on the premium. It is something to watch.

Jim commented on the 10 year history of cash surplus. Expenses for construction are usually taken from here. Jim suggests the board consider looking at the cash surplus toward the end of the year. Paying off USDA #2 loan would help Edison South.

*Marketing Presentation – Audra/Brad:*

*Audra:* Brad is working with Level 11 on marketing. Cassidy will present to us. Frog Tummy is working on creating a blog.

Cassidy – The school is on a marketing retainer and Level 11 is available for doing whatever is needed to get enrollment up and the community engaged. The blog will help the community get more perspectives. It can be used for teacher stories and parent thoughts and feeling about the school. Even though it isn't live, the school has a list of potential ideas and will ask different educators and parents to write small articles. A year's worth of blog articles could be written ahead of time.

The board questioned Cassidy about what other marketing has been implemented.

Some videos have been created, though not all are running. The focus is on Edison South. The ads are targeting people in that area who have children from preschool to age 12. The ads are appearing not just on Facebook, but their ad network. He is not really concerned about which site it is showing up on, but that it is reaching the right person. Cassidy will send Audra and Chris the stats for the ads.

Currently there have been over 12,000 impressions with 2,400 unique people seeing it in the month of October. Over 1,500 of them took action by clicking through to the website or by looking at multiple posts on Facebook. It can be inferred that the ad was relevant to the targeted audience.

Audra pointed out that there seemed to be a large gap of time between the initial ad and new ones. She questioned how things could be happening consistently on a regular basis.

Cassidy said that now they are familiar with the school and things will be able to happen more freely.

Kyle asked for a timeline of the ads listing the ad and the times it was, or expected to be, active.

*Principal Reports – Shem/Melani:*

*Shem:* Shem pointed out that two more Donors Choose projects were funded.

Adam mentioned that Logan City approved the boundary line agreement and Edison South will be moving toward completing the purchase of land.

*Personnel Request – Shem/Melani:*

- *Melani:* With more new special education referrals the elementary teachers needed more help. Two people were hired for a total of 29 hours. Jesseca Cruz increased her hours and Ashly Sanders was hired.
- *Shem:* Christina Ledesma is taking Stacy Ault's place as a kindergarten aide. She has three students in the program and was an aide at her children's previous school. She has a Bachelor's and Master's degree but is content to work part time while her children are young.

**Motion to approve the personnel requests: Adam Burris**

**Second: Kyle Hancock**

**Yes: Adam Burris, Kyle Hancock, Chris Johnnie, Audra Parent, Emily Buckley**

Vendor and Contract Approvals – Shem/Melani:

*Adjourn:*

**Motion to adjourn: Adam Burris**

**Second: Chris Johnnie**