

Thomas Edison Charter Schools

Governing Board Meeting

August 2, 2017

5:34pm

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

Excused: Chris Johnnie

Welcome/Conducting: Adam Burris

Pledge of Allegiance: Denae Pruden

Charter Highlight: Emily Buckley – School Mission

Adoption of Agenda

Motion to accept the agenda: Denae Pruden

Second: Kyle Hancock

Yes: Adam Burris, Audra Parent, Denae Pruden Emily Buckley, Kyle Hancock

Public Comment: Someone asked how the eclipse would be handled. Angela outlined the plan for the students to share the eclipse viewing glasses. If parents want to check their students out for the day, teachers will work with them to make it up. Parents have been invited to check their students out for lunch and are welcome to eat in the front of the school and watch the eclipse.

Approval of Minutes – Adam Burris:

Motion to approve the May 2017 minutes: Adam Burris

Second: Audra Parent

Yes: Adam Burris, Audra Parent, Denae Pruden Emily Buckley, Kyle Hancock

Motion to approve the June 2017 minutes: Adam Burris

Second: Denae Pruden

Yes: Adam Burris, Audra Parent, Denae Pruden Emily Buckley, Kyle Hancock

Finance Report – Jim Peterson:

Edison South has spent higher than the average monthly expectations, however the notes explain the expenses.

The new funding is prior year ADM (Average Daily Membership) plus growth. The October 1 count determines the growth and this year's ADM will affect funding for next year. There is a hold harmless for one year. A lot of the enrollment hit to Edison South has to do with the new charter school opening in Providence. October 1 count projections are in the budget for this year.

Vision Renewal – Audra Parent:

Vision insurance is offered to employees who are responsible for paying 100% of the premium. It has been through OptiCare and the committee recommends staying with them.

Motion to renew the vision plan with OptiCare: Audra Parent

Second: Emily Buckley

Yes: Adam Burris, Audra Parent, Denae Pruden Emily Buckley, Kyle Hancock

Achievement Report/Strategic Plan Review – Denae Pruden:

Jamie will report on DIBELS education and Angela on DIBELS results. DIBELS is a set of assessments which give quick and efficient indicators of how students are doing in learning a particular early reading skill. The tests are designed for students in K-6 and Utah requires that schools do these assessments in Grades 1-3. It is for accountability and is done three times per year and the tests are called benchmark assessments. Students who are having problems can be assessed more often with progress monitoring.

The tests take about 3 to 6 minutes to administer the full test, which involves several little tests, called benchmarks, to get the composite score. The state provides a program, Amplify, which allows testers to use a device (iPad, smartphone) while students have a hard copy to read from. The program costs \$18.00 per student, but state is providing that right now.

There are three assessors, one assigned to each grade, 1-3. They do both schools to ensure an accurate measurement.

The scores give information about the level at which a student reads. Based on what skills they are lacking, there are sub skills called the “Big 5”.

One tests letter naming fluency. This is not a research based component and is not an essential skill to learn how to read. They have found that there is a correlation between kids that can name letters quickly are good readers, probably because of the familiarity with books or letters. That has been one area that has been low for us because we don’t stress and drill it. That is only the first test of 1st grade.

DIBELS gives a good picture of how the students are doing. It does take time, but is beneficial. There is a report for parents so they can help students with certain items.

Angela went over the DIBELS results with the board. A new category was added, “well over benchmark”.

Naloxone Policy Approval – Adam Burris:

Motion to approve the Naloxone policy: Adam Burris

Second: Kyle Hancock

Yes: Adam Burris, Audra Parent, Denae Pruden Emily Buckley, Kyle Hancock

UAPCS (Utah Association of Public Charter Schools) Renewal and Delegate Appointments – Adam Burris:

There are two associations that work with charters in Utah which both have lobbyists. UAPCS also holds a conference every year for teachers, administrators and board members and do a lot of educational training. The annual fee is around \$6.00 per student.

Motion to approve the renewal for UAPCS: Adam Burris

Second: Audra Parent

Yes: Adam Burris, Audra Parent, Denae Pruden Emily Buckley, Kyle Hancock

Delegates: Shem at Edison North, Melani at Edison South. Alternates are Brad Larsen for Edison South and Carolyn Larsen.

Motion to approve as delegates from North, Shem and Carolyn as the alternate and from Edison South, Melani and Brad as the alternate: Adam Burris

Second: Emily Buckley

Yes: Adam Burris, Audra Parent, Denae Pruden Emily Buckley, Kyle Hancock

Level 11 Approval – Audra Parent:

Level 11 is a marketing group offering their services for \$500 per month, plus any costs for advertising we choose to do. Their main focus is online targets, such as Google ads and Facebook. Facebook charges for 1000 impressions, Google, only if the ad is clicked.

They will make simple ad content and can use some of the clips that are already done. They can create different campaigns and use keywords to have the ads appear and are able to target to different groups, such as families with children on the south end of the valley.

One advantage is there will be people in charge of making sure it happens. With Level 11, a contract is not required. The campaign would appear to be more PR and informational than sales. A four month trial is recommended with a cost of \$500 per month and setting a budget of maybe no more than \$600 in advertising. Another thing they would do is help the school apply for a Google grant to pay for all Google advertising.

This is in an effort to reach the strategic goal of 107% enrollment.

Shem mentioned that district schools have the information to send communications to all families with kindergartners. TECS does not have that information. Anything done in the past went to everyone, even people who no longer had children at home. This is a way to target the advertising to those who might be interested in it. This has a good chance of bringing students into the program.

Rory asked if they are a local company and how their rates compare to other companies. Audra answered that they are local company. They have not shopped around for rates, but Level 11 is giving the schools a very significant discount off of their rate. They have worked with Utah State, the Visitor's Bureau and other large businesses.

Adams asked if they checked for references. Audra stated that they sent testimonials.

Emily answered that they are good, but she has some other concerns. She feels that the people already on staff should be doing this job. She realizes that these were not the qualifications when they were hired, but she realizes something needs to be done right now. Those staff positions should be eliminated or people hired who can do this job.

Melani said that that is why they are hiring Level 11. The media specialists are doing what they were hired to do. They don't have the skill to do the marketing that Level 11 is to do. Emily suggested that we do not need the specialists. Audra explained that Level 11 will be doing targeted marketing ads in a PR information way, but not attending school functions, such as the history fair and concerts and putting pictures, videos and content on Facebook and other social media.

Emily feels very strongly that someone with the skills should be recruited to do both of the jobs. Adam explained that the cost would be more than what the schools are paying to Level 11.

Adam is a little skeptical because he never looks at ads in the internet and is hesitant to believe it will work. Audra feels the opposite. She sees ads on Facebook all the time, but never opens the Val-pak and would have never seen the booth at the fair. She found out about the school because she had a specific reason to look for a school. This will show parents they have choices. She is the type of parent that these online ads would have hit, but the others ads would not have.

In the long run Emily would like to have an employee do this.

Adams feels that as academics improve, enrollment might take care of itself. Adam thought if it were perceived that ours was the best school in the county, it would be full.

Motion to approve a trial period with Level 11 and their online targeted marketing for 4 months.

Second: Kyle Hancock

Adam – perhaps by next board meeting there can be an analysis of it.

Yes: Adam Burris, Audra Parent, Denae Pruden Emily Buckley, Kyle Hancock

Personnel Requests – Shem/Melani: None

Vendor Approvals – Melani/Shem: None

Principal Reports:

Melani Kirk:

Melani referred to her written report.

Shem Smith:

Shem pointed out items from his written report.

9th Grade Discussion – Melani:

Adam will send a letter to the parents to let them know that in the next board meeting there will be time for public comment on 9th grade.

Subcommittee Goals – Adam Burris:

Finance – attend more trainings to understand their responsibilities and what is required on the finance committee.

Emily and Adam – put together a small committee with a couple of parents to help with policies.

Someone other than board members can do research. Tirzah volunteered to be on it.

They want to have training and stay in the loop with all of the regulations by reaching out to UAPCS. Denaë – one of the things they have been working on is getting with the administration to make sure achievement reports are set up. They are in the process of finalizing that.

Update North Parking Lot/Update on South Land Purchase – Shem/Melani:

Shem – parking lot is next summer's big project. He is getting multiple bids.

Melani – waiting on North property to get information back from the surveyor. She has given the owner of the east property the contract. She will follow up again.

Adjourn

Motion to adjourn: Adam Burris

Second: Denaë Pruden