

Meeting Minutes
March 4, 2024
Board Meeting

ATTENDEES:

Walter Martin – Vice Chair of the Board
Mark Flemming – Secretary of the Board
Steven Peters – Treasurer of the Board
Chris Farrell – Board member
Katie Gomersall – HOS
Tasha Parnell – HS Administrator
Kristina Rodrigues – MS Administrator
Kelly Shannahan – Elementary Administrator
Scott Side – K12
Brittney Martin – K12
Roger Welch – K12
Lorraine Cross – NCVA remediation teacher
John Kramer – K12
Chad Long – K12
Eric Angeny – K12
Joseph Cugliari – K12

Brenda was not able to make the meeting tonight. She gave Sara her proxy for voting. Walter was late to the meeting and asked Sara to get started without him. Sara opened the meeting by establishing that there was a quorum and asking for a vote on the previous meeting minutes and to accept the agenda. Mark made the motion; Chris seconded it. Sara called for the vote: it was unanimous.

Sara then asked for a motion on the consent items. Mark made the motion; Steve seconded it. Sara called for the vote: it was unanimous.

Sara asked Katie for the HOS update.

Katie explained that the enrollment for school year 2024-25 has been entered to the state DPI as 3800 maximum enrollment for the school year. She explained that re-registration (for existing students) is now open and we are

currently at 78% of students re-enrolling for next year. The open lottery for those who are not already part of the school is not open yet, however, at the moment, we have 627 students waiting to apply.

Katie explained that the HS is now preparing for the ACT testing which is coming up in March. They are hoping to see growth in this testing.

Katie told the board about the upcoming virtual field trip for the Middle School to the NC Aquarium. They will be learning about plankton and they are very excited to be able to do this visit and learning virtually.

Chris Farrell asked that we take the vote on the monthly bill because he was concerned he would need to leave the meeting early. Sara asked if there were any objections. There were none. Sara asked Chad to please review the monthly bill with the board. He did so. He explained that as we get closer to the end of the year, we will see the enrollment decline with withdrawals and hence the funding reduce because we do not add students to the school rosters this late in the year. The bill was in order and there were no questions from the board members.

Sara asked for a motion to approve the monthly Stride bill. Chris made the motion; Walter seconded the motion. Sara called for the vote: it was unanimous.

Walter, having joined the meeting, took over running the agenda. He asked for the presentation from the Stride Marketing Team. Roger Welch introduced himself as the VP of Marketing and explained about his staff and how they do the marketing at the local level for all Stride schools across the country. He brought his team member, Brittney Martin, who is responsible for NCVA and having local marketing for our school.

Roger explained that Covid forced much of the state into a virtual world without the right tools and the right training for staff. This has created a negative impression of virtual learning and so their latest campaign has been to help parents and students better understand what Stride does above and beyond what they realize. Their communications on this are local and remove some of the myths around virtual learning like we are social! This marketing strategy aims to introduce Stride at the local level so they may understand this is what we do and this is how we do it. By talking about local school

successes, experiences from the students and parents and teachers brings better understanding to day to day life at NCVA. Brittney works with the school to bring those stories to social media and earned media opportunities. Migrating to Word Press has allowed the national team to empower the local school more flexibility for reporting on their school. Katie explained that they do use this tool to put out stories around our school such as the field trip to the Aquarium and highlighting our special Olympic competitor. Roger explained they use direct email, social media and the national website to “brand” NCVA. All the slides about NCVA in the school finder on their national website are listed as NCVA a K12 school. Their website will drive NC residents to NCVA. He also explained that all the marketing information/tools they use may be tailored for NCVA locally.

Walter thanked them for the presentation and then asked Sara for the Executive Director update.

Sara said we now have the “CD ladder” complete and will be turning over one CD/month. Currently, CD’s are invested as 12 month at +/- 5%. The interest from these CD’s is in a money market checking account and is available for use as set forth in the board’s policies to be used only for the benefit of the students and staff at NCVA. The current balance is approximately \$70,000.00

Sara said that she is reviewing the strategic plan notes from the workshop and will be reaching out to the committee chairs with recommendations for actions based on them.

Sara also explained the decisions of the board regarding spending the surplus for the coming year. There were 3 items that they wish to pursue:

- 1) Providing all NC Learns staff with new computers that will reduce the need to replace them throughout the year. The board would like them to all have X1Carbon computers. Sara has been talking with Stride and suggested that the board not vote tonight on them since we are still trying to find the best price.
- 2) The board received requests from the administrators at NCVA for additional staff. They requested 14 and ½ positions of which 11 are teaching and support staff. The remaining 3 ½ positions are administrative and fall under the purview of Stride. Sara reminded the board members of the requested positions:

- a. Elementary School:
 - i. Remediation teacher
 - ii. MTSS teacher
 - iii. Classroom teacher
 - iv. AIG teacher
- b. Middle School:
 - i. Curriculum Specialist to be realigned as a Department Chair
- c. High School:
 - i. Social Studies teacher
 - ii. CTE teacher
 - iii. Lead teacher
 - iv. HS Counselor
- d. EC:
 - i. EC Math teacher
- e. PE teacher

Sara requested that the 3 ½ other positions be filled by Stride as we have grown and need the additional support. This is not in NCVA's purview, but she respectfully suggested that these positions are needed and should be filled. She also asked that Stride give serious consideration to splitting the HR/Finance position into two positions: one for HR and one for Finance.

- 3) Sara then explained that Kristina Rodrigues has requested funding for the middle school to provide kits for students throughout the year. This would allow for things like dissecting a cow's eye. The board agreed they would like to grant her \$10,000.00 with the stipulation that she report back to the board at the end of the year explaining how the funds were spent and the benefits provided to the students.

Sara asked the board to wait on voting for the computers as we are still determining the costs. She did ask for a vote on the teachers and staff and the \$10,000.00 for kits in middle school.

Walter asked for a motion for the teachers and staff hirings and the funding for middle school kits. Steve made the motion and Sara seconded it as proxy for Brenda. Walt called for a vote: it was unanimous.

With no other business at hand, Walter asked for a motion to adjourn. Sara made the motion on behalf of Brenda, Steven seconded it. Walter called for the vote: it was unanimous.