



Board Meeting Minutes

Meeting Information	
Date:	April 15, 2015
Time:	7:00pm
Location:	Renaissance Academy, 3435 North 1120 East, Lehi, UT. 1 st floor in the Rousseau room (southwest corner classroom)
Next Meeting:	May 27, 2015

Attendee Information			
Board Members		Invited Guests	
Attended	Name	Attended	Name
x	Carolyn Bayly, Board Chair	x	Jared VanOrden
x	Mariah Fralick, Board Vice Chair	Public in Attendance	
x	Jennifer Orten, Board Member	Attended	Name
x	Mike Bentley, Board Member	x	Drew Wright
x	Jared Barfuss, Board Member		
x	Chris Wareham, Board Member		
x	Monica Wonnacott, Board Member		
x	Ryan Hunter, Board Member		
Schoolhouse			
Attended	Name		
x	Mark Ursic, Executive Director		
x	Stephanie McCappin, Dean		
x	Holly Lyons, Executive Assistant		

Motions, Votes and Approvals			
#	Motion made by	Motion	Vote
1	Jennifer Orten	Jennifer moved to approve the minutes from the February 25, 2014 Board Meeting.	Jared Barfuss seconded. All voted in favor.
2		A vote was called to form a Marketing Committee of the Board, headed by Jared.	The Board voted by name. Jared Barfuss abstained, the rest in favor.
3	Mariah Fralick	Mariah moved to table Item of Business <i>a. Board Leadership.</i>	Chris Wareham seconded. All voted in favor by name.
4	Mariah Fralick	Mariah moved to go into closed session.	All voted in favor by name.
5	Monica Wonnacott	Monica moved to close the meeting.	Jennifer Orten seconded the motion. All voted in favor. The meeting was adjourned at 9:45 pm.
Time			
7:10 pm	Welcome and Call to Order		
7:11 pm	Approval of Minutes Jennifer moved to approve the minutes from the March 25, 2015 Board Meeting. Jared seconded. Chris and Carolyn abstained. All else voted in favor.		

7:11 pm	<p>Red Apple Update</p> <p>Jared said the main focus is to get the debt service ratio to 1.1. He also said this time of year is when they start projecting for next year. Jared and the Board looked over the budget detail together (included in the Board Meeting archive folder).</p> <p>Mariah asked for clarification on federal income, specifically Title II money. Mark explained that Title II is re-imbusement funds.</p>
7:14 pm	<p><i>Monica Wonnacott arrived</i></p>
7:28 pm	<p>School LAND Trust Plan</p> <p>Mariah asked Mark for a recap on the technology funds that are being spent, as presented in the last meeting. There will be three computers added per classroom for grades 1-5. They would be used for centers and typing class. Carolyn asked for notification when Mark submits the Trust Plan.</p>
7:32 pm	<p>World Language Program</p> <p>Mark brought up the World Language program, because the Board had asked how students are performing and progressing in the language classes. The language assessments at the end of the year are coming up in May, and results will be discussed in June. The main gateway into the language programs is in grades K-1st. They submit language requests to the Kindergarten teachers, who then give feedback, particularly for kids who are requesting the immersion program. Mark said the teachers meet with the parents to express any concerns about their children entering the immersion program, and they try to help the parents understand the rigor of the program. After these meetings, most parents end up choosing to not do the program. Mark explained that a difficulty the school has faced is not having a mechanism to adjust students who are struggling after a couple years in immersion, particularly when parents don't acknowledge or help to remedy the situation. The State has asked administrations not to screen, because they don't want any picking-and-choosing what students get into the immersion program. However, Mark said there are some cases where an administration can see that it would be negligent not to screen.</p> <p>Carolyn asked Mark if he had considered bumping enrollment in 1st and 2nd grade Chinese Immersion to prepare for attrition. Mark said that it had been bumped by 1 or 2 students, but that was the maximum, because it reaches the physical limitation of the classroom.</p> <p>Jared asked if it were possible to offer a self-study program that would offer a jumping-in point for students who would be new to Chinese immersion. Mark shared reasons for reluctance to this approach, including the potential to diminish the strong impression of commitment that parents need to understand before entering their child in the program.</p>
7:40 pm	<p>Reenrollment and Marketing</p> <p>Last year there was a projected enrollment of 729 and the final count was 704. It was the first year there had been an over-projection; typically the budget is very conservative. Mark said he would like to develop a metric for a conservative projection before approving the budget in June. He explained the display on Aspire of enrollment numbers and how that could be used as a tool for projecting next year's numbers.</p> <p>Carolyn suggested asking reenrolled kids again whether they are returning. She said that especially in middle school there could be some big differences in who is reenrolled and who is still planning to come back.</p> <p>Jared asked if the numbers displayed in Aspire had been tracked for several years, so that there might</p>

be a way to find a conversion rate – how many reenroll compared to how many actually return. Mark answered that a previous IT guy wrote the software for the lottery, but that software would have to be rebuilt to get back the data.

Jennifer asked how many potential students generally sit in the waiting area- how many have been sent offers but have not responded? Mark said for Kindergarten there are currently about 80, and in the other grades 8-12.

Monica asked why we don't have a larger, more eager pool of applicants. Mark responded that the focus has been on improving re-enrollment. The state says the target is 95%, and the number for Renaissance has ranged between 75% and 80%. Mark and Stephanie described backfilling seats during the year – it is done on an individual grade-level basis and helps improve re-enrollment, because during the year we lose students who move. This year many efforts have been targeted at improving the school's offerings and at keeping the faculty satisfied. It remains to be seen how progress in these areas translate to retention. Social media usage and improved public exposure of school events has helped current RA parents to feel more satisfied. The results from the parent survey this year are excellent and show huge gains from prior years. Mark talked about progress rates and parent expectations. He gave examples of areas of improvement for next year, including streamlined communication to the parents and a year-long calendar with events and fieldtrips scheduled before the start of the school year.

The Board made many suggestions for marketing: a postcard to the Highland area (Mark mentioned that Highland is where the post cards went out for the lottery), postcards or brochures on tables in public libraries, a large sign for Timpanogos freeway. Monica talked about creating a sense of elitism and urgency for placement at the school. Chris critiqued the use of the "Immediate Enrollment" banner, saying the school should advertise to generate demand rather than to announce availability. Jared described the need for strategy in PR and to continually tout anything that is going well at the school. He said it would be even more advantageous to get a third party to tell the school's success stories. Carolyn talked about the strategy of UCAS to require attendance at the parent meeting for anyone accepted through the lottery. At the meeting they tell parents why they are "not for everybody."

Mariah brought up the issue of Board governance and asked how to make sure that checks are in place to keep the Board from dictating to the Administration how to market the school.

7:44 pm **Vote.** A vote was called to form a Marketing Committee of the Board, headed by Jared. The Board voted by name, all in favor, except for Jared, who abstained.

7:45 pm *Ryan Hunter arrived.*

8:25 pm **Testing and Reporting Calendar**

SAGE testing will start at the beginning of May. Carolyn asked if opt-out percentages were available yet. Stephanie said there have been some opt-out forms turned in, but that there will be more as the test times approach. Jennifer asked if the communication to parents would be changed to explain how the school might be penalized for higher SAGE opt-out rates. The response was that there would ultimately be no penalty for poor opt-out rates, but that for now the main negative consequence is to potentially bring down our school grade. High opt-out rates would contribute to inaccuracy of the public school grade.

Mariah asked that the Board be made aware one month preceding report deadlines. Mark said that the next report item on the horizon would be the LAND trust, due tomorrow (April 16th).

	<p>Two of the funding applications for UCA funds have had several revisions. One was for K-3 reading. The amount we were approved for was lowered after it was approved. The other funding is for gifted and talented, even though the grant does not offer much for covering the needs of kids in a gifted and talented program. Mark created a metric based on how many students received 4s on Language Arts or Math in the SAGE testing.</p>
8:43 pm	<p>Parent and Student Survey Results</p> <p>Stephanie presented the K-3rd grade student survey results. She explained how the survey worked, with unhappy, apathetic and happy faces for kids to indicate level of agreement or disagreement with a list of statements. Monica asked why there were kids who answered that they don't feel safe at school. There was some discussion, Stephanie and the Board discussed various possible reasons and acknowledged the concern.</p> <p>Stephanie also presented an overview of the parent survey results. There were 195 parents who responded to the email, which is about a two-thirds response. Mark said he was generally happy with the results, which were improved from last year.</p> <p>Mark talked about the accreditation process two years ago. One of the main things that came out during the process was the concern of every student having an advocate. It was not a concern of the committee so much as a concern of the teachers and administration – the teachers at the time did not see themselves as student advocates. Mark said he has seen a change in this, because the staff this year has a clearer vision of their role.</p> <p>Mark said the Administration currently has a commitment to continuous improvement. They have worked to improve next year's planning and so have begun creating a comprehensive calendar with plays and fieldtrips. Having big events that are announced as they come up creates an extra level of noise. Even though the activities are beneficial, last-minute timing communicates inconsistency.</p> <p>Mariah suggested adding into the parent survey an opportunity for feedback about individual teachers as had been done in the past, to help find patterns and give that info to teachers. Jennifer asked if teachers get to see the data, Stephanie said they would see it. The parent survey gave the option to respond anonymously.</p>
9:05 pm	<p>Board Leadership</p> <p>Carolyn asked to postpone this item of business in order to give Board Members time to volunteer for leadership roles as Carolyn and Mariah step down from their current Chair and Vice Chair positions. Ryan expressed his desire to remain as Treasurer.</p>
9:06 pm	<p>Motion. Mariah moved to table Item of Business <i>a. Board Leadership</i>. Chris seconded. All voted in favor by name.</p>
9:11 pm	<p>Motion. Mariah moved to go into closed session described under Section 52-4-204, held for: <i>(a) discussion of the character, professional competence, or physical or mental health of an individual</i>. Monica Seconded. All voted in favor by name.</p>
9:45 pm	<p>Motion. Monica moved to close the meeting. Jennifer seconded the motion. All voted in favor. The meeting was adjourned at 9:45pm.</p>