



## November 20, 2019 Minutes Final

### Meeting Agenda

October 16, 2019 @ 6:30 p.m.

**Physical Location:** VERITAS Community School Library, 2600 Grimes Street

**Virtual Meeting:** Call in Number: 712-770-5505 Code: 462-901

### Mission Statement:

*VERITAS Community School empowers the scholar and athlete in every child to excel academically through health and wellness practices within a peaceful environment.*

### Conflict of Interest Statement:

Each member of the VERITAS Board of Directors has a fiduciary duty to conduct him or herself without conflict of the interests of VERITAS Community School. Each member has agreed in writing to comply fully with VERITAS' Conflict of Interest and Nepotism Policy.

### Board Roster and Attendance

- Board Members:
  - i. Erika Bowen, Chair [ebowen@board.veritascommunityschool.org](mailto:ebowen@board.veritascommunityschool.org)
  - ii. Lee Teague, TeamCFA rep. [lteague@board.veritascommunityschool.org](mailto:lteague@board.veritascommunityschool.org)
  - iii. Lindsay Betzel [lbetzel@board.veritascommunityschool.org](mailto:lbetzel@board.veritascommunityschool.org)
  - iv. Ed Ritter- absent [eritter@board.veritascommunityschool.org](mailto:eritter@board.veritascommunityschool.org)
  - v. Catherine Hutasuhut [chutasuhut@board.veritascommunityschool.org](mailto:chutasuhut@board.veritascommunityschool.org)
  - vi. Kristi Opiola [kopiola@board.veritascommunityschool.org](mailto:kopiola@board.veritascommunityschool.org)
  - vii. Gretchen Bottrill [gbottrill@board.veritascommunityschool.org](mailto:gbottrill@board.veritascommunityschool.org)
  - viii. Jamie Daniell [jdaniell@board.veritascommunityschool.org](mailto:jdaniell@board.veritascommunityschool.org)
- Ex-Officio Members:
  - i. Kim Scott [kscott@veritascommunityschool.org](mailto:kscott@veritascommunityschool.org)
- Board Advisors and Invited Guests:
  - i. Mark Chudzicki [mchudzicki@veritascommunityschool.org](mailto:mchudzicki@veritascommunityschool.org)
  - ii. Cat Choudary, Board Candidate
  - iii. Mimi (running late)

Joel Duffin, Teaching Assistant and all rounder on Veritas Staff

Robyn Diaz, parent volunteer, interested in hearing about status of middle school planning

- Call to Order—Reading of the VERITAS Mission

Erika Bowen

- Public Comments Each presenter needs to have signed up and submitted comments in advance of the meeting time, and comments may not exceed two minutes.
  - Ms. Duffin- Concerns about school and looking for updates
  - Ms. Diaz-middle school planning

- Financial/ Operational Updates

Mark Chudzicki

- Lee Teague: impact of an enrollment short fall on state draw?

- i. Mark C:

1. Forecast at 121 ADM, 124 at ADM. Enrollment calculated based on 116 for county money, moved forecast down helped save on salary, net was no change
2. In past we have added students, average is still needs to be above 116
3. CMS is placing teacher raises which means local amount being sent to school will be also sent to Veritas

- ii. GretcheN Botrill Finance Committee Update:

1. Review of Team CFA Agreement,

- a. A few points need to be reviewed with attorney to make sure there are not long term consequences on the terms, could not approve the loan until it is reviewed
- b. Bylaw issue: need permission to do fundraising

- i. Jamie, Gretchen and Ed all committed to raise funds to gap fill

- ii. Mark was to follow up on the issue

1. If we raise under 25,000 do not need permission
2. Do we need a fund raising license? Public schools do not because they are a public agency
3. \$200 for license if needed, Lee Teague noted if it is a one off you do not need a license but issue is around multiple events.

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a. Need answer since public and private schools are covered but unclear on charter schools

i. Check with Dave Machado and Cheryl

iii. Gretchen Botrill: by the bylaws, need an audit committee as well, Finance committee recommends that the Audit Committee be merged because of size

1. Audit has been completed and approved as of last meeting in October

- Board of Directors

- Approval of October Minutes, approved

- Finance Committee Updates

- Vote to approve CFA Matching Grant Loan

- New Potential Board Member Intros

- Mimi Sidek

- Taught 2nd and 6, 7th grade, have a masters in curriculum on Appalachian State University. will apply skills to address middle school growth and curriculum,

- Cat Choudary

- Background in finance in accounting and communications and HR

- Worked on Charlotte Prep Board

- Worked for profit and non profits, was with National MS Society

- Also works on Providence Prep School

- Has two high school children

- OCS Advisory Board Meeting Update

Lee

- Lee Teague: initial interview as a low performing school, Erica Mark and Dr Scott present, Process went very well, think we have a good shot at getting charter renewed for 5 years

- OCS liked most that we met growth for every year in operation

- Also if law is changed, may move the school back to met growth, had positive strong response

- Dr. Scott: addressed beginning teacher support program, Scott thought it was interesting proposing that the school become an all male academy

- Erika Bowen: was asked what are we marketing, how to attract the diverse population, how do we compete and develop that relationship, 36 charter schools in Mecklenburg County

- One comment made: enrollment/lottery data is only as good as your marketing and recruitment plan

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- What is being said and how is it being pushed? Clear vision of what is being sold and delivered to families
    - Lee Teague: Cheryl Turner shared from Sugar Creek how much she loves and supports the school, a good thing to provide influence on the rest of the Board
      - Decision rendered at Board level, next month then to Board of Education and decision issued in February
    - Gretchen Botrill:
      - Charter School Application
        - Open application
        - When is next open house?
          - Not scheduled
            - What are the dates set? Dr. Scott will be sending out via email
- Development & Marketing Updates Jaime
  - Social media
    - Cannot drive anyone to website Veritas website needs to be up and updated 2019-2020 needs to
    - Website:
      - Banner needs to be up date to apply for the upcoming school year
      - Website and needs to be active if not take things down
        - Needs to be a standard application
      - Turn off the PTO log in,
      - Has two UNCC interns who can work with Veritas do all of the social media background, know how to work with Word Press
        - Has a background of word press
      - Donate now button is 2014, everything needs to be updated to share
        - Interns start January
      - Just need figures
        - Make running handbook so it can be updated at time so it isn't getting outdated
      - Google Advertisement
        - Can't get her page control
        - Need to fix this page so that folks can see the school and see the school website may be with TEAM CFA but access to images and data is with Google
        - Possibly could be Katy Ridenauer (need to contact to see if she has licensing or administrator rights
        - 28202, 28203, 28205, 28206 are concentrated areas to pull student enrollment
          - If you don't want to be at CMS here is a place for you
      - Application follow up
      - Yard signs: need to signs and put them out, TEAM CFP

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- Jamie wants to be put in touch and can put the signs out, need contact from Mark
    - Photoshop files, Delargies (sp) Printshop on North Tryon
    - Need marquee or banner so it can be hung and put on the school building
      - Need sign for lottery open
  - Need to advertise school activities
    - Weekly calendar/newsletter
    - Get weekly calendar posted
    - Jamie can help to promote and print out
    - Who will be responsible and how we can maintain follow up and contact to guarantee enrollment and increase student satisfaction
  - ISSUE POTENTIAL: CAN THE SCHOOL SIMPLY START OVER AND REBRAND ITSELF-- What would be the cost and name change? Must be approved by Raleigh and would need to be done strategically
  - Plan on posting on FACEBOOK to send to the targeted communities
  
- Academics/ Middle School Planning
  - Mimi is now on the board who will be helping with the curriculum build up
    - Addressing guest concerns: benefits and con?
      - Harder to recruit the older grades 6th graders CURRENTLY 8 enrolled
  - Gretchen: focusing on improving the grade and service to students should be our focus, goal needs to be to normalize things rather than try to expand and not be a firm a foundation
  - Robyn Diaz: parent who had 6th graders who she moved, want to build a foundation
  - Erika Bowen: if we say we do K-5, we do it well, hard to do middle school. Can be a draw if you do middle school really well. Do not have to accept kids from the outside who might be throwing the balance, keep kids we have and educate them well.
    - Language, food policy fidelity to that program
      - Healthy Living--education versus forcing
    - Parents who left: missing on the electives and transitioning to new school
    - Academic/Middle School Planning needs to be explored further to see what can be offered
    - Lotteries happening now
      - CMS magnet has started, first round ending soon
      - Families need far warning if there will be a change for middle school
    - 
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- Head of School Updates

Dr. Kim Scott

- Two new hires
  - i. Amy Vandeventer, Art Teacher--from Westerly Hills
  - ii. Cory Smoot, Dean of Culture
    - 1. Has County officials coming
    - 2. Kids doing Student Council
- BTS Program
  - i. Meeting
- Enrollment, current enrollment
  - i. Many students left due to behavioral issues
  - ii. Some have relocated
- EC Status:
  - i. Difficult time hiring EC teacher
  - ii. How are EC services being provided
    - 1. Differentiation instruction is being counted
    - 2. No IEPs being done, currently will be done in January
    - 3. Ms. Fuller under contract to serve as a consultant?
      - a. Said she would not act as a consultant
      - b. Who is doing December head count
        - i. Required to be done, none complaint
    - 4. Expired IEPs? None have expired as yet, January 2020 is when reevaluation
    - 5. Where is position being posted?
      - a. INDEED

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6. RESPONSE TO POSTING:

- a. Dr. Opiola: can post with UNCC,
- b. Jamie Daniell: Can post in unemployment office and will post for free
- c. Office of Charter School will post
- d. Craigslist can also be very efficient according to Jamie Daniell
- e. All of the schools with education schools because they will post and circulate

7. FRONT DESK

- a. Howard Alford, offered full time position, is a parent as well at the school

8. MAP TESTING:

- a. New students are extremely low
- b. Students who have stayed with the school doing well
  - i. Children who are getting pulled out have low baselines
- c. K,1,2
- d. 3rd grade:
  - i. Breakdown on how children who have been with us versus new student transfers

9. CHECK IN TESTING

- a. 4, 5,6
- b. 3RD GRADE: Not all children have to take EOG, can do portfolio
  - i. Teaching portfolio in transition class the reading transition to pass them out of 3rd into 4th
  - ii. How many portfolio children? 12

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- iii. January 2020 Ferrari will be teaching portfolio to the children with actual 3rd grade
  - c. How often are children taking these tests?
    - i. Every quarter
      - 1. Can run into test fatigue
- AFTER SCHOOL PROGRAM:
  - i. **Charlotte Area Fund** will fund aftercare need 12 more to meet the program, when do you need the people? NOVEMBER 26.
    - 1. 1200 per child request
- MESSAGES ON SCHOOL
  - i. check to see if you can send it out to staff and board members
- NEWSLETTER:
  - i. REGIONS WILL BE DOING IT FOR JANUARY
  - ii. NOVEMBER/DECEMBER DONE
- NEED MORE TOUCHPOINTS, the more touches you will get more
- PARENT VOLUNTEERS:
  - i. OPPORTUNITIES
    - 1. How can the volunteer-Parent Opportunity Flyer
    - 2.
- NC Teacher Association
  - i. Megan Kerchner is meeting with Dr. Scott through the week, design PD for the week
    - 1. PD this week is on classroom management
- ACTION ITEMS:
  - i. DATES OF OPENHOUSES

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- ii. WEBSITE UPDATE
- iii. LOTTERY PRIORITY ENROLLMENT
  - 1. Development Committee
- iv. FUNDRAISING PERMISSION
  - 1. Can get that from Dave
- v. Website Access
  - 1. Contact Ridenauer
- vi. Development
  - 1. Pledge Card
    - a. Target Businesses in the area
    - b. Dry Pro Business
      - i. Interested in partnering, reading, marketing
      - ii. Get folks involved
    - c. Hendrick Automotive
      - i. Can get their money will need to confirm for licensure
  - 2. DONOR LEVELS
    - a. Get community buy, the Giving Trees
    - b. Friends of Nora, Founders Circle, Want feedback
- vii. BOARD TRAINING WITH DAVE MACHADO
  - 1. KRISTIE WILL SEND OUT A DOODLE POLL
- viii. GRETCHEN BOTRILL
  - 1. RAISED 2200 for food insecure family
  - 2. Asked Diaz and Duffin to funnel their staff requests to Regions

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3. Individual Leaders will partner with each teacher and meet what they need fulfill Amazon Wish List, will be coordinating with Mora Atwater
4. BETHLEHEM
  - a. Children are enrolled and on campus
  - b. Developing relationship with children enrolled
  - c.
- 5.

Including but not limited to (Enrollment, Partnerships, Academics, Professional Development, Grants, After School Programming etc.)

**Future Meetings:**

Wed Jan 15, 2020

Wed Feb 19, 2020

Wed March 18, 2020

Wed April 22, 2020 (Spring break on 3rd Wednesday)

May 20, 2020

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