

Meeting of the Board of Directors
Agenda
Regular Board Meeting

Monday February 20th, 2017 at 5:00 p.m.
8485 Homestead Dr.
Zeeland, MI, 49464

1. CALL TO ORDER: Drew called to order at 5:00 pm
2. ATTENDANCE:
 - i. Present: Brook Drooger, Drew DeMeester, Mark Veldhoff, Larry Plaiser, James Breaugh, Sara Vereeke on phone: Shawn Killilea, James Breaugh
 - ii. absent: Dave Zimmer
 - iii. Guests: Tyler Huizenga, Mel Zoerhof, Leisa Lobbezoo, Rebecca DeVries
3. PUBLIC COMMENT - ON AGENDA ITEMS - NONE
4. CONSENT AGENDA
 - a. Agenda - Drew De Meester made motion to approve the agenda, supported by Larry Plaiser
 - b. Previous Minutes – Board Meeting January 16th, 2017 - Drew motioned to approve previous minutes, supported by LarryPlaiser
5. MANAGEMENT REPORTS
 - a. SR Reports – Reviewed summary
 - b. Reviewed new staff – 2 new part time joiners (Elisse – PT Spanish TA & Mandy – PT Social Studies), looking for part time Math TA
 - c. Open Enrollment: March 1-17th – evening & Saturdays enrollment meetings: March 4th and March 7th
 - i. Reviewed proposed seats for 2017-18: Numbers based on similar to last year – numbers would be able to be supported by current staff. Can go back and ask for additional seats if needed
 - not planning on opening seats for any additional new senior students – new students joining as seniors have not done well in the past
 - Question - Would we want to add seats for middle school students? Yes – we could if we would hire additional staff especially in math. Board discussed whether to add #'s,

- but differing had differing opinions – decided to wait to see what enrollment looks like before making a decision. The board can vote to add more seats later if they are needed
- Question - How many students do we realistically expect? Not sure – people traditionally don't enroll until May, June, July, Aug. Budget will be set at numbers on June 1st
 - 27 inquiries since last board meeting – mostly upper el/middle school. This is the 2nd highest month of inquiries
- ii. Enrollment update: about the same as last meeting – 3 kids graduated early, 4 to another school, 2 to homeschool, 1 dropped out
- iii. Marketing:
- JQ ads coming on soon
 - Connections marketing our programs for free – across the state – past Connections marketing programs have resulted in several additional students – hoping this campaign will generate additional interest as well.
 - Facebook ads: Mel reviewed statistics on Facebook marketing:
 - a. 34 new page views in the month (was much higher over Christmas break) – 13 became new page likes (many from paid marketing posts)
 - b. Over 6,000 people saw our boosted posts – over 1,000 likes in the last month
 - c. One example boosted post: Virtual learning is: 4,000 views with 325 actions
 - d. Can see local insight – where the majority of audience comes from
 - e. Can also see busiest time for people to visit our site and plan ads appropriately
 - f. Demographics very different from what we expected – men 24-35 highest engagement group
- iv. 2017-18 calendar: very similar to this year. Total of 180 instructional days
- v. Professional Development:
- Feb 10: Data digging AM (standard deviation and then using this information to make plans to instruct kids at their level) and PM: reviewed learning management providers

vi. Legislation: proposal for decreasing funding for K-8 schools and charter schools by 20%. Brook & Kelli going to Lansing on Wednesday to talk with legislators about the impact of this change

- Vote will be in June
- We will be finding ways we can help inform legislators about the impact of this change on charter schools and asking parents to communicate to their legislators as well.

6. FINANCIALS

a. Monthly Financials: Dave not present: board to review financials on own. Overall financials in a similar position to last month. Good news – we can apply for Section 25 where we receive partial funding for partial year students

- Question - How are we doing compared to past years? Fund balance doing well, but budget not where we would like to be. Our budget is balanced, but could be better considering the budget was created based on more students than we actually received
- Question - How would a 20% decrease affect iCademy? Is it a kiss of death? It would be a struggle and we would need to look at how we do things (on-site, face to face contacts, max student numbers per teacher, teachers work from home). We can survive and still make it with this decrease, but we would need to evaluate and cut somehow.

7. DISCUSSION ITEMS

a. Presentation on LMS and Content for Next Year (Tyler, Andi, Amy B):

- Need better offering for teachers that is more consistent and efficient for teachers & students to use
- In Parent Survey, Parents biggest requests were to change grading, navigation, and add to do list for students to do
- 2 LMS tools that may fit
 - a. Conexus: K-5 currently using this through connections – but this LMS can be used K-12. This LMS meets all the needs above and has better

analytics, and would offer more consistency K-12. Parents really like the platform. Not as flexible for staff – there is one curriculum that all staff would have to use instead of having the option to use a variety of curriculum.

- b. Blackboard: much more flexible, can pick outside textbook/content resource and add into blackboard – that could create more inconsistency for students/parents.
- c. Next steps:
 - i. Need to weigh cost and options of both
 - ii. Looking at content resources to evaluate – want to give both options to parents, board members, etc. to look at and evaluate

8. ACADEMIC PERFORMANCE

- a. MAPs 2017 Growth Summary Reports – still working on finalizing data – will report on that next month

9. ACTION ITEMS

- a. 2017-2018 School Calendar: Drew made motion to approve 2017-18 school calendar as presented. Jim seconded. No discussion. Passed unanimously
- b. Set Enrollment Seat Numbers: Drew made motion to set enrollment seat counts as presented. Jim Seconded. No discussion. Passed unanimously

10. LSSU COMMENT: John Chandler

- i. Idea of working from home for staff – he has a lot of information on working from home if we move that direction
- ii. Clarification – funding cut was only K-8 charter schools, right? He is wondering if there is any organizing with charter schools to respond to this? Brook – authorizers are joining together to respond. MASPA has also put together standard letters to have parents, staff, etc. send to legislators. John emailed the government relations person at K-12, Inc. to see if we can join together with them. An effective argument in the past: this cut

will kill all the smaller charter schools and only leave the big, for profit charter schools that they want to get rid of

11. PUBLIC COMMENT - ON NON-AGENDA ITEMS - NONE

12. ADJOURNMENT Drew moved to adjourn meeting at
6:16pm

NEXT REGULAR MEETING: March 20th, 2017

Minutes of all board meetings are available after approval by the board at:

iCademy Global

Attn: Sean Killilea

8485 Homestead

Zeeland, MI 49464

616-748-5637

Individuals wishing to address the Board of Directors will be recognized in accordance with Board policies regarding public comments. Individual comments are limited to no more than three (3) minutes each and total time allowed regarding agenda specific items is twenty (20) minutes and non-agenda items is fifteen (15) minutes. The Board will not verbally respond to any public comments at the time of the meeting, but may refer comments to appropriate personnel for follow up or respond itself in a timely manner.

Complaints or concerns regarding Board members or school employees associated with the academy shall first be addressed in writing and delivered to the Board President no less than five (5) days prior to the next regular Board meeting, or such complaints shall not be heard by the Board.

Those in attendance at this meeting are reminded that this is a meeting of the Board of Directors in public for the purpose of conducting academy business. It is not considered to be a public

meeting. There is a specified time on the agenda for public comment regarding issues of importance to those in attendance.

Proposed minutes of this meeting will be available for public inspection at the principal office of the Board of Directors of iCademy Global located at 8485 Homestead Ave, Zeeland, MI 49464 no later than eight (8) business days after the meeting. Approved minutes will be available at that office no later than five (5) business days after the meeting at which they are approved (Open Meetings Act, P.A. 267).

Individuals with a disability who need a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or special service to participate in this meeting should contact Brook Drooger at (616) 610-0031 at least two (2) days prior to the meeting.