

Meeting of the Board of Directors

Agenda
Regular Board Meeting

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

1. CALL TO ORDER: Drew DeMeester called to order at 5:04 pm
2. ATTENDANCE: Brook Drooger, Drew DeMeester, Mark Veldhoff, Dave Zimmer, Shawn Killilea
 - Guests: Sara Vereeke, Tyler, Melissa, Leisa
 - Absent: Larry Plaiser, James Breough
3. PUBLIC COMMENT - ON AGENDA ITEMS - NONE
4. CONSENT AGENDA - Drew DeMeester moved to approve consent agenda – approved unanimously
 - a. Agenda
 - b. Previous Minutes – Board Meeting February 20th, 2017
 - c. Approve monthly expenditures
5. MANAGEMENT REPORTS
 - a. SR Reports:
 - Staffing Changes: Abbie Koster left to work at her church as an Administrator. Jordan Drake is our new High School Math Teacher and Lisa Haven is our new 7th/8th grade Math Teacher. Decided to hire for these 2 positions instead of a Math Teacher and a Math TA. Michael Brooks will be covering for Amy Baragar during her maternity leave.
 - Upcoming dates: March 23rd Information meetings, SAT/PSAT testing in April 11th & 12th – struggling with families declining to have their student take the test. We make everyone sign agreement to test when they enroll, but now families are refusing to have their kids take standardized tests.
 - b. MACUL Visit: Staff attended conference in Detroit. Came back feeling affirmed after the conference. Tyler and Mel taught break out session – Tools for the Virtual Teacher. Focused on: Connection, Collaboration and Community. Providing a variety of tools for attendees to use. Participants had a lot of questions and were

engaged in session. On that day had 288 different logins on our website.

- c. Marketing: Brook and Leisa visited Ele's Place (Center for grieving kids), Detroit Skating Club (training center for Olympic skaters), and Coastal Automotive (connection of Mike Lanser) to build relationships and make them aware of iCademy Global.
 - Connexus will be helping us with marketing. They develop a landing page and SEO Marketing for us. They will also do Facebook and Pandora marketing as well. We pay them for each lead – we only pay if they turn into full time connections enrollment. Hopefully we will be able to reduce our marketing budget as a result
- d. Enrollment: Leisa reviewed Enrollment numbers. Up from last month by a total of 1 student
 - Elementary: Lost 4 – 1 searching for an option, 1 moved to Allendale, 2 went back to homeschool
 - Middle School: Lost 3 – 1 moved to Allendale (sib of Elem), 2 back to West Ottawa
 - High School: 2 back to West Ottawa, 2 Truancy
 - Added several Innocademy students taking Math and Spanish
 - Inquiries up by 10 this month vs last month
- e. Legislative and MDE Updates: 20% funding decrease is still being discussed. Have heard it is not going forward, but that has not been confirmed.
- f. Future Board Meetings: Survey coming out from Marc Veldhoff on what we want to do going forward. Looking to make board meetings more strategic to help support staff through different issues/problems. The goal is to make the meetings more productive and interactive.

6. FINANCIALS

- a. Monthly Financials
 - Budget Amendent: Adjusting revenue and adjusting expenses.
 - Expenses down from when budgeted in November. Fund balance is budgeted to stay the same. Total expenses against new budget is 66% - we are going to have a tight budget through the end of the year

7. DISCUSSION ITEMS

- a. Content Provider Update: Had parents in to view the potential new provider. Feedback from the meeting was positive. Cost is higher, but will be saved on data entry costs for teachers entering information.

Marc Veldhoff wants to see details of contract including implementation costs and transition costs. May need special board meeting to sign agreement with provider to allow for training before the end of this school year. We are making the decision in good timing for for next year. Tyler Huizenga will resend the demo to the board for their review.

- b.** Vector Quote: Sharing quote for next year. Same amount as last year. Vector has been very responsive and supportive this year. They are going to help us put together a strategic plan for technology. Talking about having on-site time here for support on a regular basis (2 hours per day or 2 days per week). Vector quoted Innocademy & Innocademy Allegan as well. Marc Veldhoff will meet with Tech SR to review quotes for all 3 schools.
- c.** Board Member Reappointments and Positions

8. ACADEMIC PERFORMANCE

- a.** Upcoming Tests
- b.** Bell Curves and Data Digging
- c.** Ed YES Report

9. ACTION ITEMS

- a.** Letter of Engagement Drew DeMeester made motion to approve the Letter of Engagement, Mark Veldhoff seconded, no discussion, passed unanimously
- b.** Budget amendment Drew DeMeester made motion to approve the Budget Amendment as presented, Mark Veldhoff seconded, no discussion, passed unanimously
- c.** Budget Timeline Drew DeMeester made motion to approve iCademy Global Budget Timetable as presented, Mark Veldhoff seconded, no discussion, passed unanimously
- d.** Spring 2016 Board Policy Updates: Timeline Drew DeMeester made motion to approve the spring 2016 Board Policy Update as presented, Mark Veldhoff seconded, no discussion, passed unanimously

10. LSSU COMMENT:

- Rebekah will join the board in May after approval by LSSU
- Advised to pass a resolution at the Organization Meeting in July changing number of board members to 5
- Larry Plaiser's term is ending the end of June and he isn't going to renew

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

12. ADJOURNMENT Drew DeMeester moved to adjourn meeting at 6:20pm
NEXT REGULAR MEETING: April 17, 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.