

Meeting of the Board of Directors

Minutes
Regular Board Meeting

Monday August 20th, 2018 at 4:30 p.m.
8485 Homestead Dr.
Zeeland, MI, 49464

School Purpose: Create leaders and innovators through world-class education to the families of Michigan and eventually to developing countries throughout the world.

Administration of oath of office of Mark Veldhoff

Board Purpose: Mission Statement

1. Call to Order: Mark Veldhoff called the meeting to order at 4:38 pm
2. Attendance
 - Board Members Present: Sean Killilea, Mark Veldhoff, Drew DeMeester, Rebekah deVries,
 - LSSU representative: John Chandler via phone
 - IES Representatives: Tyler Huizenga, Sara Vereeke
 - Guest: Betsy Bulthuis
3. Public Comment on Agenda Items: NONE
4. Consent Agenda: Mark Veldhof made a motion to accept the consent agenda as presented. Sean Killilea seconded. Passed unanimously.
 - a. Agenda
 - b. Previous Minutes – Budget Meeting on June 25th, 2018
 - c. Previous Minutes – Regular Board Meeting on June 25th, 2018
 - d. Previous Minutes – Organizational Meeting on June 25th, 2018
 - e. Previous Minutes – Special Board Meeting on August 10th, 2018
5. Celebrations of the school:
 - a. Roundtable: Board shared celebrations for the school including

- i. Mark Veldhoff - complimented the team on starting the year off well and orientation going so smoothly
- ii. Sean Killilea - saw the marketing materials and signs and they look great
- iii. Leisa Lobbezoo – new signs on building look great – add visibility to school. The signs will be lit at night this week.
- iv. Becky Bulthuis – heard ad on radio on JQ – sounded great!
- v. Rebekah deVries – excited about connections with the community – her son is taking advantage of the opportunities to use swimming as part of PE class
- vi. John Chandler – complimented the school on the great beginning with consistent leadership and team
- vii. Sara Vereeke – New staff members joining this year are doing great
- viii. Tyler Huizenga – Live lessons using ZOOM has been a great tool. Offers opportunities to do live lessons in a new and different way including outdoor live lessons.

6. Strategic Thinking

7. Action Items

- a. Mark Veldhoff make a motion to approve the June 30 Financial Quarterlies as presented. Sean Killilea seconded. Passed unanimously.
 - b. Make a motion to approve the Spring Board Policy Updates as presented. – on HOLD for next month
 - c. Mark Veldhoff make a motion to accept the Annual LSSU report as presented. Rebekah deVries seconded. Passed unanimously.
 - i. Tyler Huizenga reviewed the LSSU annual report with the board
- #### 8. Dashboard: Tyler Huizenga reviewed this month's dashboard to highlight our current measurables
- a. Compliance: Compliance at 100% so far this year
 - b. Finance: Reviewed the high level financials

- i. Quarterly Financials
 - c. Enrollment: Enrollment is in a good spot, but not quite at the level we budgeted. We enroll through September and will continue to add students for approximately the next 6 weeks.
 - i. Goals: Our goal for this year is to achieve 215 students. We also would like to set a goal to retain 70-75% of students
 - ii. Marketing recipe: New marketing campaign that will be rolling out on Facebook and other social media.
 - d. Student achievement: No report as new data is still being gathered for the start of this year
 - e. Public Opinion
 - i. Cyber climate: we have options to consider if the cyber climate continues to deteriorate. We have confidence at this time that the current concerns about cyber education will be resolved.
 - ii. Audit feedback: NONE
 - f. LSSU Commitments
 - i. Reauthorization Approval: Reauthorization letter signed by Michigan Department of Education
 - g. Others
- 9. Discussion Items
 - a. Top 3 Review: The board reviewed our top 3 strategic goals (Rocks). The board recommended adding due dates to goals and action plans to insure focus stays on the goals.
 - i. Review of Rocks and Measures
 - 1. Personal Connection: Put a lot of effort into this last year and worked hard to connect personally with our families. Many steps in place and being implemented. On target to achieve timeline goals.
 - 2. Virtual Community: Working on MTSS-B to track/oversee student behavior. Building connections in the community to offer additional opportunities for

students and their families. We expect to focus on this rock as a growth area for this year. This something unique to iCademy that few other cyber schools offer.

3. High School Opportunities: Working on increasing global awareness, career focus, and rigor of graduation requirements. The team is building a work-based learning program for students – this program needs more definition and structure to be ready to implement. Long term we would like these opportunities to be differentiator for iCademy.
 4. New Rocks: Board discussed if there are other Rocks that should be added. One potential rock the board discussed was a growth/enrollment rock. Mark Veldhoff and Tyler Huizenga will consider this and bring something back to the board next month.
 - ii. Board goals for engagement – Board discussed their engagement in the work towards achieving the rocks. Mark Veldhoff encouraged the board to reinvigorate their connections with the teams to help push the rocks forward.
 - b. Reaction to cyber climate: John explained that larger virtual charter schools are joining the conversation and raising concerns about current climate in Michigan towards virtual charter schools.
 - c. New board member for Sean: We would like to continue looking for additional board members for the iCademy Board especially if Sean Killilea may end of leaving the board.
10. LSSU Comment: John Chandler included his comments throughout the meeting
11. Public Comment on Non-Agenda Items - NONE
12. Adjournment: Mark Veldhoff adjourned the meeting at 5:57 pm
- a. Next Regular Meeting: September 17th, 2018

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

iCademy Global
Attn: Tyler Huizenga
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 Innacademy 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 Kelli Gunn at (616) 748-5637 at least two (2) days prior to the meeting.

iCademy Global has provided public notice of this meeting at:



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8485 Homestead Dr. Zeeland, MI 49464 – (616) 748-5637