

Meeting of the Board of Directors

MINUTES
Regular Board Meeting

Monday January 21st, 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.

Board Purpose: Mission Statement

1. Call to Order: Mark Veldhoff called the meeting to order at 4:30 pm
2. Attendance
 - a. Board Members Present: Mark Veldhoff, Drew DeMeester, Rebekah deVries. Betsy Bulthuis joined at
 - b. Guests: John Chandler, Tyler Huizenga, Sara Vereeke, Dave Zimmer, Leisa Lobbezoo
3. Public Comment on Agenda Items
4. Consent Agenda: Mark Veldhoff made a motion to approve the consent agenda as presented. Drew DeMeester seconded. Passed unanimously.
 - a. Agenda
 - b. Previous Minutes – Regular Board Meeting on December 17th, 2018
5. Celebrations of the school
 - a. Roundtable
6. Strategic Thinking
 - a. Personal Connection: Rebekah deVries updated the board on progress towards the Personal Connection goals. Rebekah feels that this goal is in a really good place and the board needs to determine if this should be a strategic goal for next year. Mark

Veldhoff asked that the board think of possible replacement goals for discussion next month. The board had a great discussion on this including:

- i. EDPs – used extensively at Middle School, High School using it somewhat. This is the next step to focus on for building a personal connection and personalize education for each student.
- ii. Surveys – best participation on feedback ever. Brainstorming with Amy Baragar (HS ELA teacher) to work through how to improve communication with students. Surveys were sent to students and parents. Tyler Huizenga shared the results from both student and parent surveys. Overall results were positive.
- iii. Tracking of engagement – Teachers are tracking engagement for each student and Tyler Huizenga created a summary for the board to review engagement percentages by grade levels. The tracking mechanism is a work in process – and the team will continue to improve method of tracking.

7. Action Items

- a. Mark Veldhoff made a motion to approve quarterly financials as presented. Rebekah deVries seconded. Passed unanimously
 - i. Dave Zimmer reviewed the quarterly financials including any items that varied significantly from last year. Overall finances in a good position. Dave Zimmer reviewed the balance sheet including a decrease in cash relative to last year due to the timing of payments with our curriculum vendor.
- b. Mark Veldhoff made a motion to close enrollment effective January 25th. Seconded by Drew DeMeester. Passed unanimously.
 - i. The school is requesting to close enrollment after the first week of the 2nd semester. In the past, students joining after the beginning of 2nd semester have not been as successful as those joining earlier in the year.

- c. Make a motion to increase board membership opens to 6 members – Unsupported motion.
 - d. Mark Veldhoff made a motion to recognize the presented Work Based Learning course for high school 0.5 high school credit. Seconded by Drew DeMeester. Passed unanimously.
 - i. Tyler Huizenga reviewed the Work Based Learning course with the Board. The state requires a Work Based Learning course for students – Tyler is teaching this class beginning the 2nd semester. The goal is to give students several work-based learning opportunities along with lessons to give soft skills training and research into work-based learning opportunities. We are partnering with the Tech Center on this – they are providing some guidance and support for the course.
 - e. Mark Veldhoff made a motion to nominate Dave Barry to the school board. Seconded by Rebekah deVries. Passed unanimously.
8. Dashboard
- a. Compliance: All compliance items are in good standing.
 - b. Finance: Dave Zimmer reviewed the current financials. Overall school finances in a good position. Dave is planning on streamlining some purchasing processes through an Amazon Business account to help with overall tracking of expenses.
 - c. Enrollment: Tyler Huizenga updated the board on current enrollment. Overall enrollment is higher than budgeted.
 - i. Enrollment by Month: We have 34 students joining us tomorrow to start the new semester.
 - ii. Unenrollment by Month: We had fewer students unenroll this year than in past years at the semester break – almost half as many compared to last year. The board had a good discussion on the reasons students left and how we can prevent unenrollments in the future.

- d. Student achievement
 - e. Public Opinion:
 - i. Tyler Huizenga shared that the iCademy team submitted an application for a Virtual Career Tech Education program. The application was denied – the MDE stated that they were not accepting virtual programs at this time. The MDE was complimentary of the model we proposed and want to continue to explore these options. Tyler also volunteered to participate in future discussions on how to incorporate virtual programs.
 - ii. iCademy Social Worker went to PBIS conference – speaker highlighted iCademy during her presentation to complement us on our behavior management in a virtual school
 - f. LSSU Commitments
 - g. Others
9. Discussion Items
- a. School Calendar 2019/20: Tyler Huizenga is working on crafting next year's calendar – we are still working through the state requirements for hours. There are several legal cases at the state level that may impact the hours requirements.
 - b. Student Seat Numbers for 2019/20: Tyler Huizenga will be bringing the seat numbers for approval at next month's board meeting. This includes setting the maximum enrollment at each grade level.
 - c. Marketing – intention to target the homeschooling market: The team has been brainstorming marketing targets. The team is working on putting together a streamlined option for homeschool families.
 - i. Market Data: There is some market research available about homeschool families including their desire for resources, customized grade-level appropriate learning plans, some structure (but flexible). Millennial parents are looking for DIY



education options and as a result, homeschool populations are growing.

- ii. Is this a market worth pursuing as a school? Tyler asked the board to consider this in preparation for next month.

10. LSSU Comment: John Chandler reminded the board about a webinar that LSSU is offering tomorrow as well as the PD planned for July at LSSU. John also thanked the board for the time they take and dedication to iCademy for board appreciation month. John also gave the board 2 books as to use as resources.

11. Public Comment on Non-Agenda Items: NONE

12. Adjournment: Mark Veldhoff made a motion to adjourn the meeting at 6:10 pm

- a. Next Regular Meeting: February 25th, 2018



Virtual community. Personal connection.

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 Innocademy 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:

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