

**Governing Board Meeting Minutes
Tuesday, January 8th, 2019**

**Northpoint Expeditionary Learning Academy
551 First Street, Prescott, AZ / Room #110**

Meeting called to order at 5:00pm

MEMBERS PRESENT:

Charles Matheus - CM
Dawn Casey - DC
Rosemary Dixon - RD
Gina Sparks - GS

MEMBER ABSENT:

Michael Spreng

STAFF PRESENT:

Kyle Short - KS
Tracy Williams - TW
Melissa Wagoner - MW
Sharon Felker - CF

STUDENT REPRESENTATIVE PRESENT:

Sophia Grubert - SG

RD - Call to order
RD - Call to public: (No Public)
RD - Call to approve minutes from last meeting.
GS - Motion to approve minutes.
CM - Seconded.
RD - Motion approved.

Middle School Update

TW

- Winter Gathering Scavenger hunt - no winners yet, still waiting for their submissions
- 8th graders visited city council during immersion, were formally introduced
- 8th grade is studying Service
- 7th grade is studying Lifestyle
- Dylan Barnes is transitioning from his long term sub position and is training Evan Hummel as ELA/Social Studies position, who is working out very well so far. His intention is to stay for the rest of the semester and possibly into next year.

NCAT Update

DC

- Pancake breakfast happened this morning, was not a fundraiser but was successful over all.
- Due to the government shutdown, the group is unable to give a statement of where the funds are because they are unable to file taxes.
- NCATs next event should be a dance

High School Update

MW - 151 is our current enrollment, which is slightly under our budget number of 155. But we are changing our recruitment tactics to retain more students for the long term rather than the transient students. With our total numbers of high school and middle school enrollment total, we are above our budget numbers

MW - We have seen a lot of students changing from school to school within the charter community, but we do need to think about how we do recruit people and who we are trying to attract to the school.

TW - Hopes to have students go to SciFest to help recruit some students who are in tune with what we are doing with our program.

MW - Info session attendance is low, but the tours now include everything in an Info Session

MW - Great Winter Gathering, lots of people attended and had a great time. Successful hikes and crew competitions, everyone who was asked had great feedback.

MW - Advanced ED surveys and board interviews

MW - Attended a training for School Grading system and how the formula is going to change. No option has been chosen yet, but there are 3 up for a vote.

Charter School Association

MW - The second meeting was from the Charter Association was about Charter Champions. Karen Fann hates charter schools, getting your elected officials to come to your school telling your charter story. Many of them think we are all for profit, so we are trying to have them come out to visit us.

Francisco De Escoto - The fear is about closing down all of Arizona's Charter schools. MW states that we need to differentiate from non-profit charters and why we are special. We do not need to put other charters under the bus to promote ourselves, but it is important to write our own charter story. We could even take it a step further to create a video or video interviews of former and current students to really capture what NELA is all about.

GS - Prescott Women's article as another type of advertisement, help with the word of mouth type of reputation that we are looking for.

TW - Some magazines even have NELA as 9-12, needs to be changed

DC - Need of Facebook presence to up our social media game as a way to advertise. Right now we are only on Instagram and that is more for the students.

CM - Who is in charge of the social media promotion and how are we staying on top of it?

MW - TC & MW are in charge of the facebook page

KS - Need a trifold to happen to help as a handout, draft by the next meeting.

RD - John Duncan, article in 5 senses.

CM - Metacognition is important, what are the action items? Contacting legislators to have them come in and see what we are all about, who we are and how we are different.

GS - We should amend the responsibilities for the governing board to reflect what we actually do. Maybe be clear about reporting vs. discussing, needs to be clear about who can talk when and how we can move through the agenda smoothly.

CM - How can we work with the algorithm that Facebook uses to get more exposure to people who already follow us.

Action Items to check in on at next meeting:

-Contact to multiple print media sources

-Contact Legislators

-PR/Marketing: price and design van stickers, new sign out front, one page infosheet