

agenda

North Springs High School Governance Council

1/11/2024 |4:32 pm | North Springs HS Media Center

# SGC Members

Scott Hanson, Principal

Elected Parents: Tashema Atkinson, Jennifer Gorgoll, LaCretia Plane

Elected Teachers: Nicole Motahari, George Smith

Appointed School Employees: Gwen Kaminsky, Gina Reiman

Appointed Community Members: Jenn Lott, Miriam Salpeter

Students: Jayden Austin, Layla Frazier

4:32 Call to Order Chair

4:32 Action Item: Approve Agenda Chair

Motion: Lott

Second: Reiman

Unanimous approval

4:33 Action Item: Approve December Minutes Chair

Motion: Kaminsky

Second: Motahari

Unanimous approval

4:34 Plan for Parent/Teacher SGC elections this spring Chair

Atkinson rolls off - only one parent spot open for election

Kaminsky rolls off but she is appointed

SGC will start asking around for multiple parents to run for election

4:35 Plan for annual budget review Chair/Hanson

Budgets will come out end of January 2024

Projection based off 1,270 students, dollars will be similar to this year.

Might lose between $14k and $15k in magnet money next year as district isn’t going to allocate as much for magnet to improve equity among schools that have more magnet seals because our magnet seal numbers are lower. Students who don’t complete dual magnet and are out of district lose their transportation.

4:40 Q&A with Noel Mayeske regarding marketing position Chair

Noel, candidate for marketing position is dual magnet parent from southside of junior and a college student. 6th year as NS parent. He owns his own creative services firm, graphic design, writing, photography, training people in adobe, design, software. He is a writer and a designer. Discussion highlights include:

* Able to fill gap of marketing NS to the public around Sandy Springs, the parents and students at NS, future NS students and families, FCS board,
* Able to create visuals, write press releases, reach press, etc.
* Will create marketing plan as parttime communications liaison for the school. Will conduct audit of the various categories of info needing promotion, create marketing map, will interview the players to know where the story sources are.
* Understanding who the providers will be – athletics, academics, culture shift where success stories at North Springs are more known.
* Making a content calendar, mapping out when accolades come out, include Noel in every newsletter as point of contact, maybe direct them to a google doc.
* Good news collector corner.
* Social media, linked in to reach potential future teachers, reinforces message of success stories,
* Replicating what previous marketing/PR professional used to do years ago at NS.
* Noel needs to meet the teachers maybe in groups during common planning periods. Small group conversations, do a faces of North Springs profile.
* Will work within discovery to determine where is best to place stories etc.
* Noel will be on site part of the time but remote part of the time and maybe would use budget to hire one of the teachers to help coordinate the content.
* Estimate 10-15 hours per week as a retainer as needed.
* Passionate about public school already and passionate about North Springs
* Let Miriam know if any SGC member is interested in helping being on site to collect info.
* HONY style: “Faces of North Springs.”
* Will spend a couple hours each day as needed, not just one day a week.
* Carol aggregated all the material into one place, she was the receiver of the info. Riverwood foundation pays for their marketing person.
* Willing to do a trial run in case it’s not a fit for either party.
* Gwen wants to create a magazine.
* George wants infographics.
* Gorgoll wants planning and infrastructure.
* Nicole wants a giant calendar.
* Spend 5-10 minutes during PLCs meeting with teachers to get to know the teachers.
* Loop in student contributors, etc.
* Lisa will coordinate with Noel to get payroll going.

Motion presented to use SGC funds to hire Noel Mayeske to create marketing and PR efforts for NS.

Motion: Motahari

Second: Kaminsky

Unanimous approval

5:00 Discuss Academic Programs Planning Hanson

No building meeting this week

Building update – meeting 1/17 at Holcomb Bridge Middle, SGC members need to email others to attend.

5:25 Update about New Building Plans Chair/Hanson

5:50 Informational Item: Principal’s Update Hanson

Beginning of semester update

Will start budgeting at end of January.

ACT coming in March, date TBD

Teachers’ grades posted yesterday, report cards coming out tomorrow, transcripts now available.

Semester action plan - wanted to grow in math, history, etc. ELA and algebra 11th will make more than 3% points of growth

Biology scores might go down 4 points because the kids who were tested are different but it’s normed this year

History went down, test was really hard,

Attendance data – listed as critical which all high schools are, need to code absences differently 21%

Covid illnesses are still an issue – students can use 5 days per semester as digital learning so they don’t count against our absences.

Top 10 announced end of February

Teacher of the year observations – coming up soon, need a parent to be on the committee end of January.

5:55 Discussion Item: Draft Next Meeting Agenda Chair

6:00 Action Item: Adjourn Chair

Motion: Motahari

Second: Kaminsky

# Meeting Norms

Silence phones | Be respectful of others’ opinions | Work for the good of all students

\* **Action items**: All action items require a motion, a second and a vote

\* **Discussion items**: These are agenda items and do not require a vote.

\* **Informational items**: These items do not require a vote.