

## Regular Board Meeting Minutes

May 23, 2022

Attendees: S. Walker, M. McCarthy, D. Goldfarb, J. Cole, B. Butler, L. Rakvic, J. Young  
School Representatives S. Reddick, E. Simpson, A. Hamp, J. Whisnant  
14613 Steele Creek Road , Charlotte NC 28273  
Minutes taken by J. Whisnant

### I. CALL TO ORDER - ESTABLISH QUORUM

- A. Meeting was called to order at 5:03 pm by President S. Walker. All board members were present. Next meeting: Monday, June 27, 2022
- B. Mission Statement was read by M. McCarthy – Through classical education’s rigor, Unity Classical Charter School will develop intellectually, morally and physically excellent citizens who embrace learning and the desire to serve.
- C. Adoption of Agenda. M. McCarthy moved to adopt the agenda and L. Radkvic seconded. Motion carried.
- D. Adoption of minutes from April. J. Young motioned to adopt the minutes. M. McCarthy seconded. Motion carried.

S. Walker congratulated board member J. Cole and our fellow charter school Thomas Jefferson on being listed in US News and World Report as 14th out of the top 25 schools in the state of NC. She also noted there were eight charter schools in the top 25.

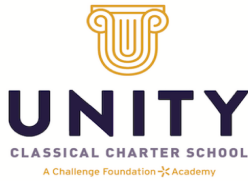
### II. PUBLIC COMMENT on the new calendar for the 2022-2023 school year

- A. Seven guest speakers spoke in regards to the calendar.

### III. REPORTS/ACTION ITEMS

#### A. **2022-23 School Calendar-** Board Comments

- i. President Walker’s Response: The board examined our calendar after complaints from parents about the number of non-instructional days as well as the costs and difficulties of finding care for students during the long breaks in our calendar. Four members are founding board members, we all care very much about the long term success of this school. It takes everyone to educate children. We want to differentiate Unity. Do you think that it is only a calendar that differentiates us? It is not just about a calendar but our curriculum, culture and our focus on classical.
- ii. When we opened this school we had a traditional calendar. For the last three years, we operated on a modified year round calendar. We go one week on average more than the ones we looked at, so not even close to a year round school. We looked at how many non instructional days are built into our calendar. At Unity Classical it was 48 days and other schools were at 31.
- iii. We looked at score reports for the entire state of NC in 2019, 2020, 2021. The key findings that came out were this: On average at the state level all students were significantly impacted (5-9 grade math significantly). Students returning to



class with targeted resources. These students did better than the purely remote. We are going to be doubling our student population and it is critical that we are positioned to meet the demands placed upon us coming back from years of learning loss due to the pandemic.

Key takeaways: As a board, we have to look at the future of the school.

1. Connectivity. Broadband for homes.
2. In person instruction: The majority of students need regular interaction with their teachers, students and peers. That is why we looked at days and not hours. It was heartbreaking to hear parents pay for daycare when they could have been actively learning.
3. Targeted interventions with the children who need it. That is what the extra half hour is for.
4. Focus on the areas of need. Have to look at the entire school and we have to hit it off at the pass. We can't turn a blind eye to the impact of COVID on our children's learning.

**B. *Treasurer Report – Dana Goldfarb***

Going through new expenses hitting the bottom line.

- New lease is coming up.
- Had to add some incentives to get new teachers to come on board with us.

Good news

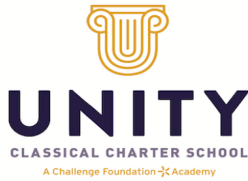
- Summer Reading line dropped by 14,000. Offset by a couple of extra grants received.
- Did a detailed reconciliation on furniture. (The key component, the sales tax reimbursement).
- Grants for tutoring
- Looking at tech services and legal services (Might be an opportunity there)

Numbers are looking good, but are getting tighter.

**C. *Playground delivery/Furniture Fixtures and Equipment Update– Dana Goldfarb***

- 3 quotes in but the real cost comes into the mulch, may opt for the one that might need to be replaced more often. The costs are going up right now because of the supply change issues. Discussion followed.
- The furniture went up 5% from the time we approved it to when we made the purchase. The new furniture adding now are going to be upwards of a 40% increase
- Updated quote for bleachers, signage and we are short on storage. Might be able to build some storage outside of the gym. Also need stage curtains, gym pads, risers for music.
- Furniture cost is going up for 2022/23 and 23/24 when we bring in the third floor.
- Holding off on the Gym floor logo right now.

**D. *Marketing Update - Jennifer Whisnant/ England Simpson***



- Grown 20% with visibility, Facebook and Instagram. We hit over 10K views and post reach on Facebook in a 28 day period.
- Engagement has been going up; which means Click through rates. If we keep it above 2.12 it is successful. We are finally getting now to go below the 2.12.
- Using Click throughs for enrollment and now some for employment.
- Most of our google analytics show click throughs are happening on mobile devices. Discussion on click through rates, cost per enrollment followed.
- Website Update: We are almost there. It has all been updated and converted over. Just have a few finalizations to complete.

#### **Enrollment Update and Discussion – Sheila Reddick/ Registrar**

- Enrollment up to 560 for new and returning students. Wait List is currently 370. Ms. Simpson and I conducted 4 school tours. This will be temporarily halted for testing. Discussion followed.

#### **F. Vote to Join NC Association for Public Charter Schools**

Cost for joining is \$4.50 per student. We can join this year and get a bit of a discount. Plus cover expenses for three Board Members to attend July conference

Discussion on joining followed. President Walker recommended joining and sending three board members to their conference for a cost of \$1000 a person. D Goldfarb motioned to approve the membership in this program and send three board members to the July conference. J. Cole seconded. The motion carried.

#### **G. Committee Updates and Discussion- Susan Walker**

Last month, we got committee members defined.

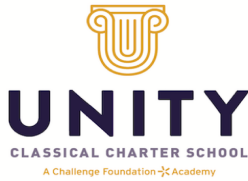
- S. Walker would like B. Butler to chair the governance committee. He would like more time to consider it.
- Marketing committee could be winding down a bit since we have Ms. Simpson full time.

S. Walker wants the board to consider the possibility of adding parents to committees? There may be room for that in development and marketing. We can work through the PTC on that.

D. Goldfarb reminded the board and admin that survey results from teachers and parents are needed for evaluation of the head of school.

#### **IV. HEAD OF SCHOOL REPORT**

- Parent Teacher Conferences: Specifically met with parents of children on the bubble. They were well attended.
- We had our end of year Scholastic book fair. Was very well attended.



- Last All Pro Dads breakfast was also very well attended.
- Our first give back to community day organized by the PTC. PTC partnered with Coach Fuller and everyone who came out worked really hard to try to make our play field safer (removing rocks and debris)
- Received a Challenge foundation grant for \$50,000 towards the arts.
- Rented out our gym for the first time. Raised about \$800 to go towards the athletic program.
- Field Day is on the 8th. Rain day is the 9th. PTC volunteer/ appreciation day coming up as well as K step up day. Last day for students on the 10th. Last day for teachers is the 14th.

#### **A. Testing**

- NC check-ins are done. Star testing is done. Still need makeup tests.
- All members of school have been trained to test in preparation for EOGs.
- Compliance. Charter school health report (com/sub). Nothing behind with any state compliances.

#### **B. Hiring – Teacher Placements**

- Hosted a 2 day job fair and holding a 2nd one in June. Have gotten about ½ of what we are looking for the next school year. Discussion followed. C. Teacher Contracts (started. Want to get out before school ends

**C. Teacher Contracts** Have Begun. Want to get these out before school ends.

#### **D. Summer School**

- Received funds that are specifically earmarked for 2nd and 3rd graders, so that is the group we will target.

### **NEW BUSINESS**

1. Circe Classical Professional Development: Hamp and Reddick are attending this in July.
2. D. Goldfarb has a friend who would come and do some pro-bono training. He is with the Covey and he could review whatever leadership strategy we decide to go with.

### **V. ADJOURN**

J. Young motioned to adjourn the meeting at 7:04 pm. B. Butler seconded. Meeting was adjourned.